

Modern LITHOGRAPHY

AUGUST · 1953 · VOLUME 21 · NUMBER 8



Film of metal sheets, instead of paper sheets, are the metal decorator's stock-in-trade (See page 8)

In this issue

Survey of Sales Costs • Practical Sensitometry
Process Color • Production Conference • Industrial Relations

Permanent Green 67P

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Were the first lithographic inks
made from dyestuffs
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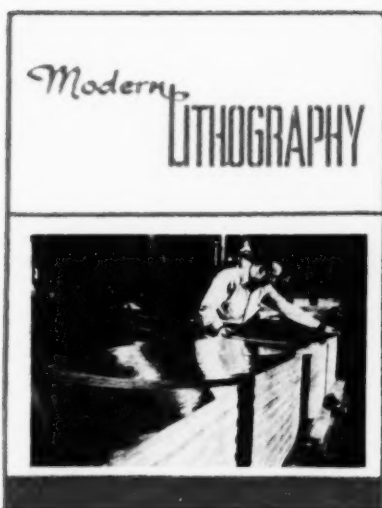
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Vancouver, Halifax



THE COVER

These sheets of tinplate are starting their journey through coaters, offset presses and ovens, before they are formed into attractively lithographed metal serving trays in one of American Can Company's plants. (Story on page 65.)

ROBERT P. LONG
Editor

JOHN A. NICHOLSON
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.



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MODERN LITHOGRAPHY

VOLUME 21, NUMBER 8

AUGUST, 1953

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Address all correspondence to 175 Fifth Avenue, New York 10, N. Y.

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STRAIGHT-LINE
SOURCE FOR**

MILL-TO-YOU

**OFFSET
PAPER**

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We think you'll like THE GOODYEAR TELEVISION PLAYHOUSE—every other Sunday—NBC TV Network

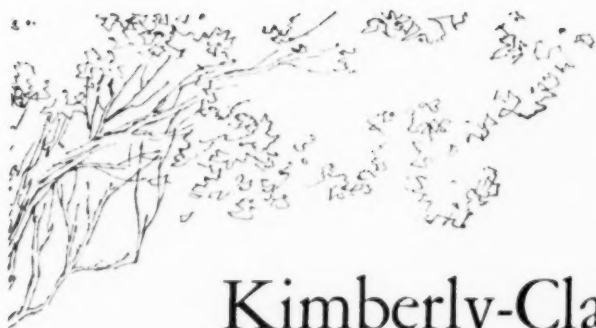


Tip Of The Month from Kimberly-Clark

Coating pH has little or no effect upon the rate of ink drying except in the offset lithography process. Here, if the coating pH value is too low (too acid, or a pH of 7.0 or less) drying is retarded, especially in humid weather. When drying is slow a greater amount of the vehicle is absorbed into the sheet, and the pigments of the ink are left more or less unprotected on the surface. This unbound pigment "chalks" and can then be easily wiped off the sheet — increasing the danger of smudging or "offsetting" within the pile. To avoid these hot weather problems and maintain the maximum rate of production, make sure the pH value of the paper you use is not too low. Ask your paper salesman for pH facts before you buy.



The importance of "coating pH"—described at left in "Tip of the Month"



Kimberly-Clark invites you to match your printing ideas with these—and win a \$50 Bond!

Offset press washup

When washing up the larger offset presses (Miehle 61, LSS Harris), I put half a pint of water in the washup trough before running the blade up to the vibrator. When finished, the ink pigment slides out of the trough slick as a whistle, and one wipe of the rag cleans the trough as nicely as you'd wish. This works as well with a gasoline or petroleum solvent washup as with the "synthetic" 1-2-3 washups. It's faster, cleaner and cheaper than using lube oil in the trough, and is really appreciated when washing up the chrome pigment inks (yellows, greens, etc.).

Robert E. Carlin, Offset Press Feeder
Smith-Brooks Printing Co., Denver, Colorado

Prevents smudges

To avoid line marks or smudges caused by the upper feed roll unit on a Davidson, try this. Place a piece of felt or cotton batting, soaked in fountain solution, between the upper feed rollers and the metal frame holding them. In this way, the dampened rollers will not pick up ink and mark your job. We have run jobs the same afternoon with this simple arrangement with the ink still wet and it has worked perfectly. It will also help cut down the time your partly finished job lies idle in the plant, and cut delivery time, too. However, constant checking of the back of the sheet is necessary as the cotton runs dry after approximately 1000 to 2000 sheets, depending on size, dampness of cotton, etc.

R. Tiffin, Jr.
London, Ontario

Rubber stamp saves proofing

It is often necessary to attach a proof of a small cut, for identification purposes, to an insertion order, receipt, or layout. Rather than go into the shop and perhaps interrupt the proofing of a job, or send the cut to a typographer for proofs, ink the cut on an ordinary stamp pad, as you would a rubber stamp, and make an impression wherever you wish.

Lou Bronzman, Production Manager
The Shaller-Rubin Co., Inc., New York, N. Y.

Grease gun saves ink

Using an ink knife or slugs to apply ink to proof presses from cans is wasteful and messy because ink in cans usually collects metal chips, dirt and scum long before it is all used. To solve this problem, obtain a small pressure grease gun, attach an old-fashioned gas cock in place of the fitting connection, and fill with proofing ink. To ink press, turn gun handle to build up pressure, then open cock as desired to spread ink on rollers. Hang gun on hook on press frame or wall when not in use. No waste, no polluted ink, no inky fingers to smear proofs. The savings on several pounds will pay for your gun.

Stanley Myers
Philadelphia, Pa.

Do you have an item of interest? Let's Swap Ideas

All ideas contributed become the property of Kimberly-Clark for use in any printed form. For each idea used in our *magazine* advertising, we will give the sender name credit and a \$50 Savings Bond. In case of duplicate ideas, only the first received is eligible for the award. This offer supersedes any offer published in previous advertisements, and continues for two months only. Address "Let's Swap Ideas", Dept. ML-83, Kimberly-Clark Corp., Neenah, Wisconsin.

Why Lithofect Likes Hot Weather!

Typical of Kimberly-Clark's high standards and quality control, the pH of Lithofect Offset Enamel is held to between 8 and 9. This means that properly adjusted ink will dry well, regardless of the relative humidity. So in these hot summer months—and all year round—look to Lithofect Offset Enamel for consistently good press performance. Here's a sheet that's earned a reputation for holding staples, too! And for the large volume jobs where cost is a factor, look to Lithofect's companion sheet, Shorewood Coated Offset.



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Kimberly-Clark

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Faithful reproductions of what you sell increase your chances of making people buy. MEAD RICHFOLD ENAMEL and MEAD RICHGLOSS OFFSET are paper mirrors for reproduction by letterpress and lithography, in one or many colors. They're just two of the many Mead

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5

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EITHER ONE
OF THESE**

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"SLIP-ON" DAMPER COVERS

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MODERN LITHOGRAPHY, August, 1953

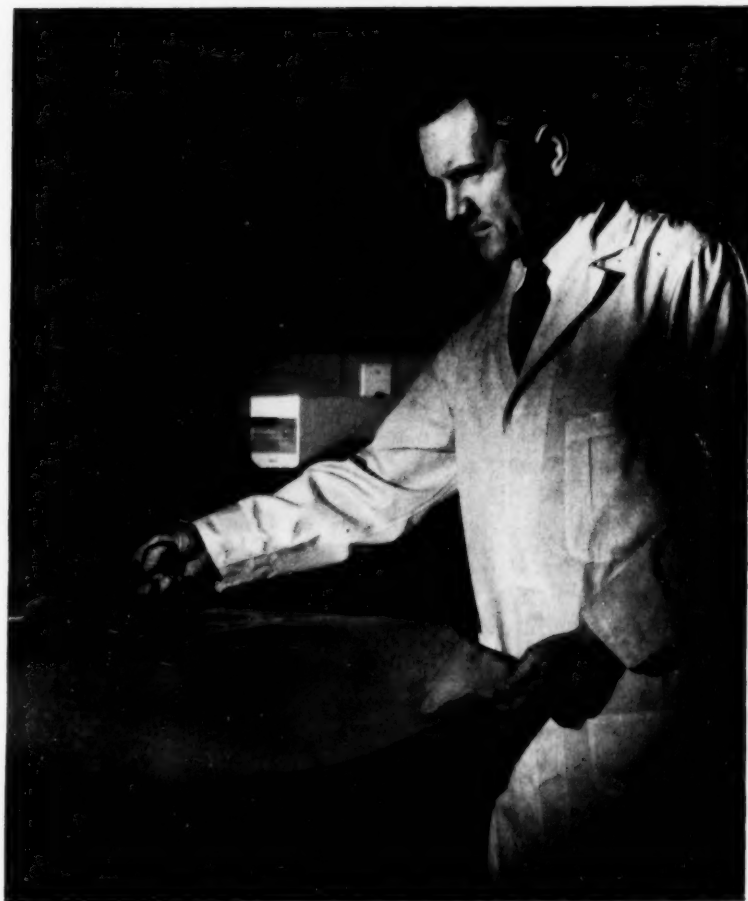
You'll find that *everybody* benefits when you use ANSCO FILM!

First of all, you'll notice that work flows more smoothly through your plant—that quality goes *up* and costs come *down*—when you standardize on Ansco films. That's because Ansco films have the special qualities that make it *easier* for your photographer, your stripper, your dot etcher and plate-maker to do their best work. Naturally, your customers are going to benefit from this. And what's good for your customers, is bound to mean better business for you!

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MODERN LITHOGRAPHY, August, 1953



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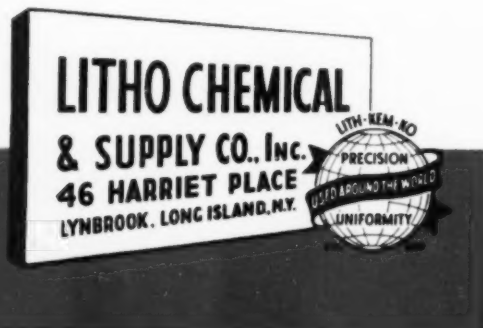


GIVE HUMIDITY the HORSE LAFF with the LITH-KEM-KO DEEP ETCH PROCESS

Now that we're approaching the summer season with its accompanying humidity, it's time to start using the LITH-KEM-KO DEEP ETCH PROCESS. Plate makers from every section of the country report high quality, uniform results when they use this process in humid weather. From the sensitizer, right down the line to the protective asphaltum solution, each chemical is made with laboratory precision and control — the things that make it possible to get long running deep etch plates. Of course, the LITH-KEM-KO DEEP ETCH PROCESS gives top quality plates in all seasons, but if you want the best results in tough humid weather — there's nothing to beat it.

Chemicals for the LITH-KEM-KO DEEP ETCH PROCESS are available from the plant or from dealers throughout the U.S.A. and Canada.

Write for your copy of the LITH-KEM-KO Catalog. It gives complete information on products and instructions on platemaking.





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Pretty girls? All of that. But even they are prettier thanks to the color that adorns them.

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PRINTERS! *This message appears in advertising magazines read by your customers.*

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Howard Writing • Howard Posting Ledger



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Here's press performance that makes happy printers and intensely satisfied printing buyers.

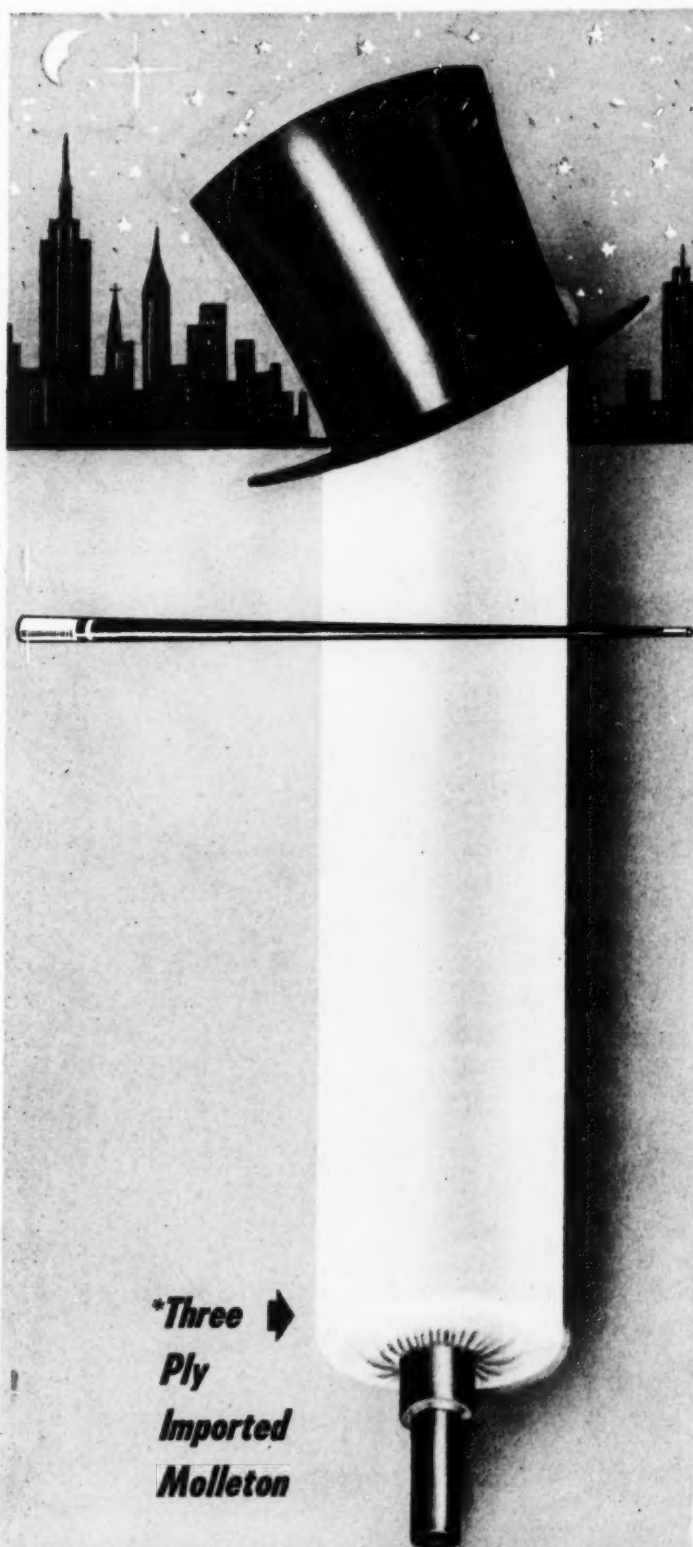
These day-and-night differences must, to use an old saying, "be seen to be appreciated." To see and appreciate them, specify MAXOPAQUE on the next job requiring particularly fine results.

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**the all-purpose paper
for modern printing**

Howard Paper Mills, Inc.

**AETNA PAPER COMPANY DIVISION
DAYTON, OHIO**



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Ply
Imported
Molleton

ROLL-O-GRAPHIC CORP.

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"best-dressed"
Dampening
Rollers
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THE EXCLUSIVE NEW

TRI-MOL*
**DAMPENING
COVER**



It's that EXTRA ply...

for cleaner solids . . . sharper half-tones in color or black and white. The tendency to lint is greatly reduced because of the long smooth cotton fibres and 3 ply construction.



It's that EXTRA ply...

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It's that EXTRA ply...

that maintains its soft velvet-like finish for a greater length of time. Less roller drying means quicker water pick-up on press makeready. For greater efficiency and economy it's "TRI-MOL."

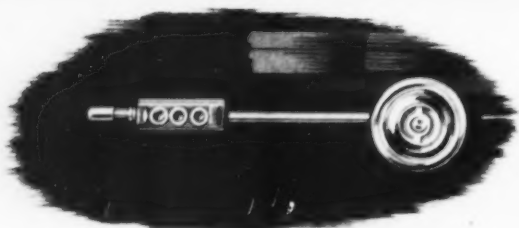
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Every pile of printed writing paper leaving this man's station is cleanly cut, almost without effort on his part. The Seybold's power back gauge does the work of moving the pile—the operator simply pushes the control buttons, then makes a final, precise adjustment with the micrometer handwheel. These things profit the operator by helping him do better work more easily.

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for the man selling stationery . . . profit

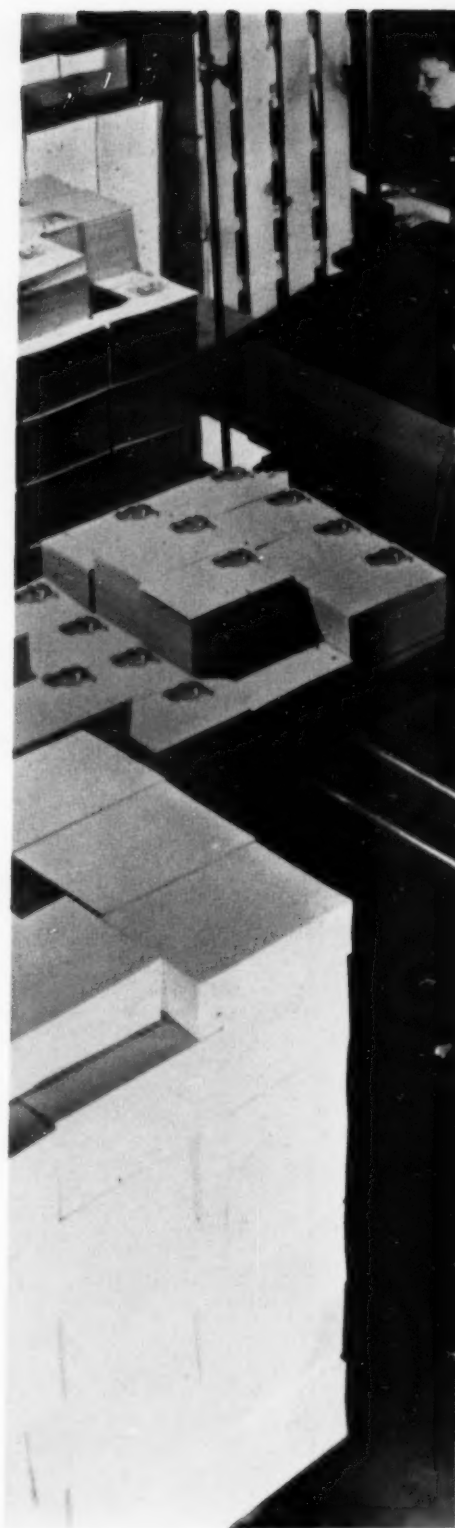
To build repeat sales in his stationery department, the manager of a retail store offers a package of attractive paper at a low price. And because the paper has both appeal and economy, his customers keep coming back for more, keep building his volume and his profits.

for the girl writing a letter . . . profit

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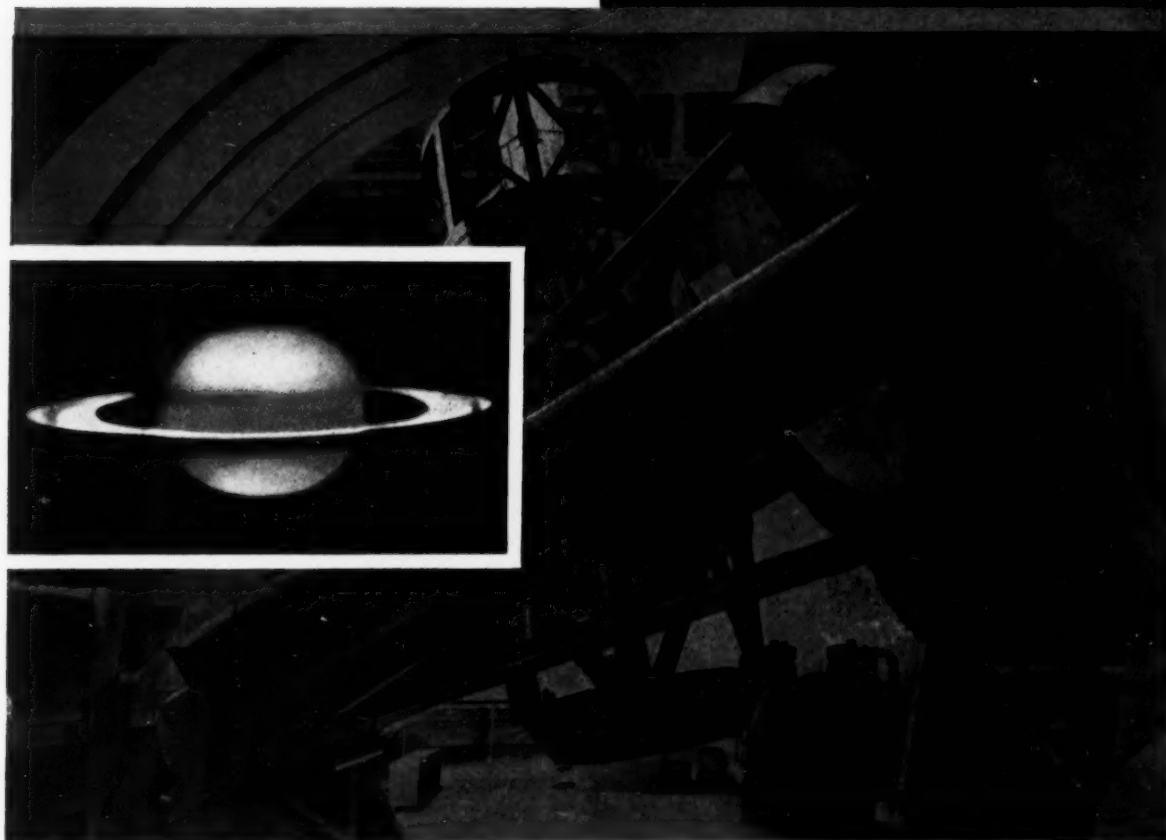
STREET

CITY

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Send the coupon

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to show
detail . . .



The specially designed 200-inch telescope atop Mt. Palomar discovers details of the rings of Saturn never seen before.

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OLD TAVERN METALLICS
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The McLaurin-Jones line of fine papers brings out new details in your printing, too. Why? Because McLaurin-Jones fine papers have a specially designed micro-smooth finish.

Discover new details in your printing. Choose the line of fine papers specially designed to bring out the details of your craftsmanship . . . McLaurin-Jones Fine Papers . . . for printing, label, box covering and postcard work.

McLAURIN-JONES FINE PAPERS

MODERN LITHOGRAPHY, August, 1953

for

sharp, accurate images

and

smooth, trouble-free coatings

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ALBUMEN EGG SCALES and AMMONIUM DICHROMATE



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Winning enthusiastic customers everywhere
because it's **3** ways better than ever!

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From every corner of the nation, printers report outstanding customer satisfaction with the new Hammermill Bond. Its exciting new qualities have given them a dynamic sales story that's boosting business. Customers are immediately impressed with Hammermill Bond's *new blue-white look*, its *increased crispness and crackle*, its *greater strength*. They find it adds distinctive appearance to letterheads and printed forms, takes writing smoothly, makes typing look neater — erasures scarcely noticeable.

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 working bath)

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 Power-Fix clear the silver faster!*



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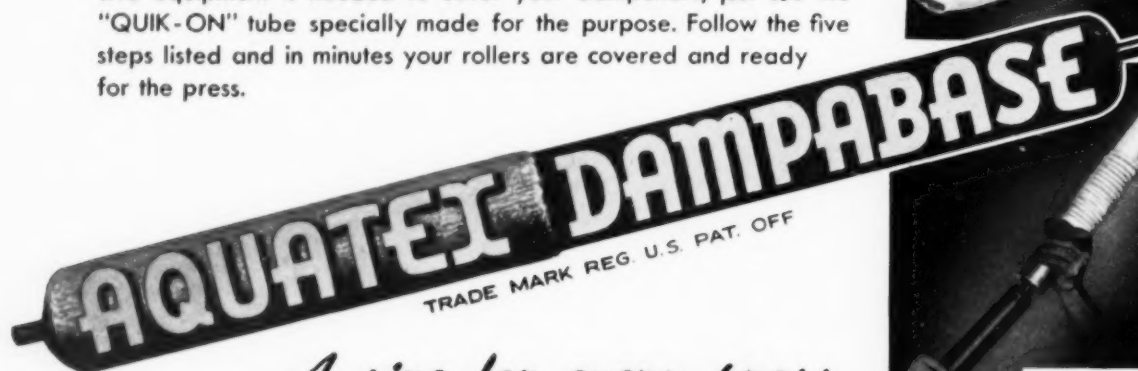
Cut material and insert through "Quik-On" tube.



Pull material over "Quik-On" tube turning material inside out.

IN MINUTES

Yes—in minutes, dollars will be saved when you cover your dampener rollers with Aquatex and Dampabase. No expensive equipment is needed to cover your dampeners, just use the "QUIK-ON" tube specially made for the purpose. Follow the five steps listed and in minutes your rollers are covered and ready for the press.



A size for every press

The seamless feature of Aquatex and Dampabase allows them to slide on the roller with ease, giving a smooth even surface—the best for press performance.

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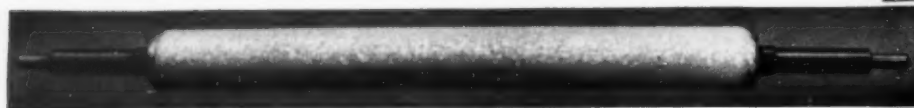
211-21 NORTH CAMAC ST., PHILADELPHIA 7, PA.



Place "Quik-On" tube over roller.

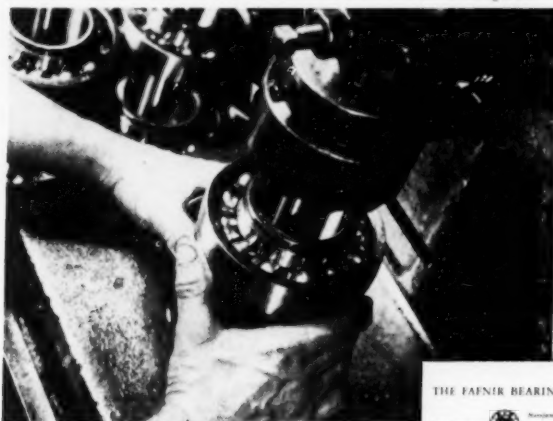


Secure end of material around roller journal, withdraw "Quik-On" tube, pulling material tight on roller.



Secure other end of material . . . trim off excess and roller is ready for use.

Prominent Users of Strathmore Letterhead Papers: No. 106 of a Series



One of many operations in the manufacture of precision ball bearings is assembly of finished races, retainers and balls, shown here.

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Manufacturers of Quality Ball Bearings since 1891
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If you believe in quality... if quality is the standard by which you measure value... then make Strathmore the choice for your company letterhead. Your supplier can help you select the Strathmore Paper that will best serve your *quality* needs.

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Writing, Strathmore Bond, Envelopes to match converted by the Old Colony Envelope Company, Westfield, Mass.

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MODERN LITHOGRAPHY, August, 1953

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in national magazines tell your customers about the letterheads of famous American companies on Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

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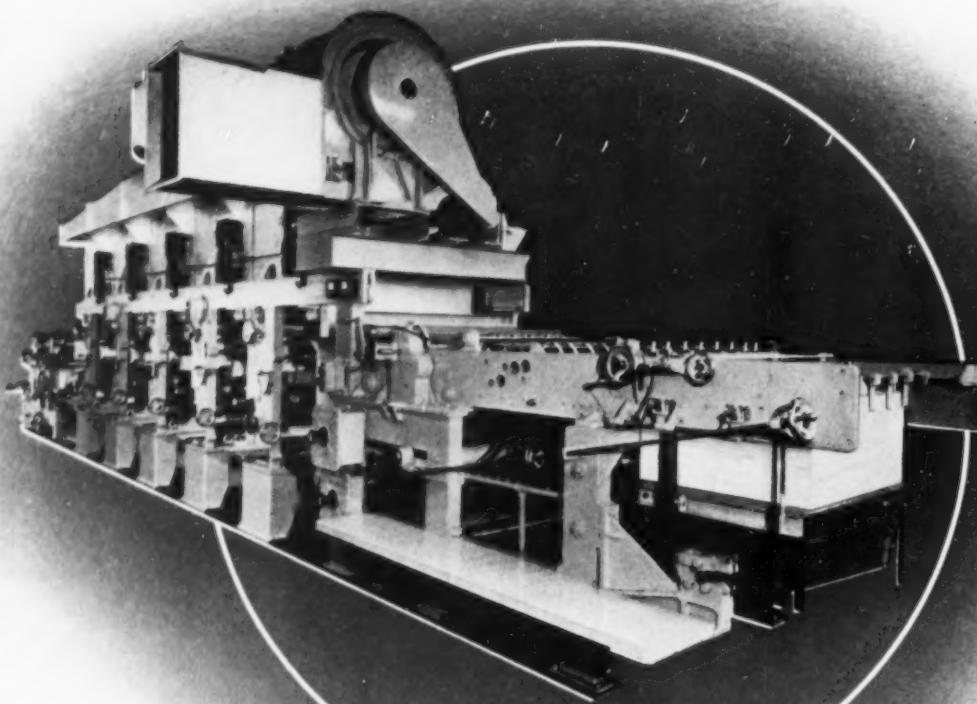
ADVERTISING AGE



SALES MANAGEMENT



PURCHASING



Here's one press you can't buy second-hand!

Every original owner still has his ATF-Klingrose rotogravure press. Here's why...

Every ATF-Klingrose rotogravure press ever built is still turning out high volume, low cost rotogravure work for its owner—the kind of work that prompted its purchase in the first place. And the majority of "new" ATF-Klingrose customers have reordered since!

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If you've been considering rotogravure for your own plant, you owe it to yourself to get complete facts on the *one* rotogravure press you can't buy second-hand. Write today to AMERICAN TYPE FOUNDERS, a subsidiary of Daystrom, Inc., Mt. Vernon, N. Y.



Cascade "gravity flow" eliminates the splashing and the airbells that leave minute un-inked areas. Only ATF rotogravure presses have Cascade Inking!



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Better, More Profitable Printing from the Widest Line of Processes

GRAVURE...LETTERPRESS...OFFSET

ATF

A Ready Reference Book...

PRESSMEN'S

INK HANDBOOK

by H. J. Wolfe

A general discussion of the various types of inks and what they are provides background for the ultimate user of inks . . . the pressman. This text provides still more useful information as to what might cause ink troubles, and how they may be remedied. Particularly interesting discussions are contained in chapters on the Purchasing of Inks, the Manipulation of Ink, and Driers and Drying.

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Editorials

THEY are still trying to convince the lawmakers in California that offset lithography isn't printing at all when applied to newspaper production. The California Newspaper Publishers Association is trying to put over a bill which would prevent any newspaper produced by offset from carrying the legal advertising on which so many small newspapers depend for an important part of their advertising revenue. Such an offset newspaper (produced by a method other than letterpress) could not be classed as a "newspaper of general circulation" if the bill were to become law, and therefore couldn't carry the legal lineage under the law.

The legislature adjourned without acting upon the measure.

This is the latest chapter in a long running fight in California between the publishers association and some of the newer newspapers which are being produced by offset.

It's difficult to believe that the sponsors of this bill are so naive as to be unaware that numerous newspapers are being published regularly by the offset process, and that in some cases they are beating out the competition through the use of far more illustrative material. Rather than considering the bill's sponsors as naive, we are more of the opinion that they are seeking the help of the legislature in cooking up a deal to get rid of some progressive competition real quick and easy.

WE are hearing more and more about full color television being just around the corner (1954 they say); and more and more graphic arts leaders are predicting the biggest color boom in printing history as a direct result. The latest prediction along this line was prominent in the annual convention held late in July by the Pacific Society of Printing House Craftsmen.

Those lithographers and printers who do not prepare for meeting this promised demand for more color will be left behind by those more progressive firms which are prepared, the Craftsmen were told. Sounds like a somewhat reasonable prediction, providing prices can be held at a reasonable level.

THE federal government is producing, or having produced, some one to two *hundred* million dollars worth of printing a year through the Government Printing Office and many other agencies. In our editorial last month that word *hundred* somehow was lost by the wayside, which made the figure disagree with our news story on the same subject.

But the point is that the government's printing operations seem to keep expanding, although adequate commercial sources for procurement are available. A PIA spokesman before a Congressional committee pointed up the problem and expressed hope for reform under the new administration. We think most of the industry hopes for reform, too.

what does it cost to sell your product?

How do sales costs in your company compare with these figures which LNA compiled from a nationwide survey among 69 litho companies?

WHAT does it cost a company to sell the lithographic work which it produces? A survey on lithographic costs was conducted recently by the Lithographers National Association, New York, and tabulated results now have been released. Sixty-nine companies responded to the questionnaire. They were located in 22 states (including Hawaii and District of Columbia), and 51 cities. In many instances these companies operate several plants, but they are shown as a combined company figure.

Returns were tabulated both by the size of the companies and also by major product sales interest. The figures broke down this way:

- 9 companies reported annual sales of \$250,000
- 5 Companies reported annual sales of \$250,000 to \$500,000
- 17 Companies reported annual sales of \$500,000 to \$1,000,000
- 22 Companies reported annual sales of \$1,000,000 to \$2,500,000
- 9 Companies reported annual sales of \$2,500,000 to \$5,000,000

7 Companies reported annual sales of Over \$5,000,000

Classifying these companies by major product sales interest we find that:

- 29 Companies specialized in Advertising and Direct Mail
- 14 Companies specialized in Packaging Materials
- 7 Companies specialized in Displays and Dealer Helps
- 6 Companies specialized in Bank Stationery
- 3 Companies specialized in Greeting Cards
- 3 Companies specialized in books
- 7 Companies specialized in Other Products

LNA noted that all but ten of the 69 companies do, at least, some self advertising as 59 companies reported varying percentages of advertising expense. Twenty-two of the 69 companies operate branch sales offices. The prevalence of the practice of handling certain accounts as "house accounts" (in which case no sales compensation was charged) is indicated by the fact that 36 of the 69

companies derived sales from "house accounts" of from .04 per cent to 100 per cent of net billed sales. The reported percentages for sales from "house accounts" are tabulated on each table of the report in a column beside the reported percentages from sales compensation and should be weighed in connection with any comparison of the tabulated percentages for sales compensation.

It would be hazardous to attempt to draw any industry-wide conclusions from a sample consisting of only 69 companies, LNA pointed out. It is interesting to note, however, from frequency tabulations dealing with Total Sales Cost ratios, that 33 of the 55 companies with annual sales of over \$500,000 reported total sales costs of 10 per cent or less and that 23 of these 33 companies show total sales costs of between 7.01 per cent and 10.00 per cent of net billed sales.

Of the 36 companies reporting total sales costs of 10 per cent or less, 16 of these companies specialize in "Advertising and Direct Mail"

TABLE No. I
SALES COST RATINGS -- ANNUAL NET BILLED SALES -- \$5,000 TO \$25,000

Rating of Major Sales Cost Factors to Net Billed Sales as Reported by Nine Companies with Individual Annual Net Billed Sales Totalling Under \$250,000

(For purposes of information the first two columns show the percentages of Net Billed Sales derived from Branch Sales Offices and from House Accounts respectively.)

	Sales by Branch Office %	Sales from House Accounts %	Sales Commission %	Office Expense %	Sales Office Expense %	Travel & Entertainment %	Overhead %	Conventions & Meetings %	Advertising %	Unsold %	Sales Com. %	Other Sales %	Total Sales %
Low	—	5.00	2.60	.10	.08	.15	.10	—	.30	—	—	—	6.40
Median	—	52.00	6.25	1.25	1.00	1.80	.50	—	.55	—	—	—	11.69
High	—	100.00	15.00	2.00	2.00	6.55	.34	—	2.00	—	—	—	20.00

TABLE No. II
SALES COST RATINGS -- ANNUAL NET BILLED SALES -- \$25,000 TO \$50,000

Rating of Major Sales Cost Factors to Net Billed Sales as Reported by Five Companies with Individual Annual Net Billed Sales Totalling \$25,000 To \$50,000

(For purposes of information the first two columns show the percentages of Net Billed Sales derived from Branch Sales Offices and from House Accounts respectively.)

	Sales by Branch Office %	Sales from House Accounts %	Sales Commission %	Office Expense %	Sales Office Expense %	Travel & Entertainment %	Overhead %	Conventions & Meetings %	Advertising %	Unsold %	Sales Com. %	Other Sales %	Total Sales %
Low	—	11.00	9.00	2.00	1.50	.50	.10	.25	.30	.05	—	5.00	15.30
Median	—	11.50	9.30	3.00	2.50	2.00	.15	.25	.35	.10	—	1.00	17.60
High	—	11.00	10.00	6.07	5.00	5.00	1.00	.41	1.00	.25	—	2.00	27.05

TABLE No. III
SALES COST RATINGS -- ANNUAL NET BILLED SALES -- \$50,000 TO \$100,000

Rating of Major Sales Cost Factors to Net Billed Sales as Reported by Twenty Companies with Individual Annual Net Billed Sales Totalling \$50,000 To \$100,000

(For purposes of information the first two columns show the percentages of Net Billed Sales derived from Branch Sales Offices and from House Accounts respectively.)

	Sales by Branch Office %	Sales from House Accounts %	Sales Commission %	Office Expense %	Sales Office Expense %	Travel & Entertainment %	Overhead %	Conventions & Meetings %	Advertising %	Unsold %	Sales Com. %	Other Sales %	Total Sales %
Low	—	10.00	8.70	1.55	.50	.10	.14	.01	.10	.01	.08	—	5.71
Median	—	—	10.00	5.51	.55	.60	1.00	.18	.18	.25	.21	—	9.00
High	—	10.00	10.00	5.57	2.70	1.00	.10	.14	1.00	2.00	—	1.18	17.00

TABLE No. IV
SALES COST RATINGS -- ANNUAL NET BILLED SALES -- \$100,000 TO \$250,000

Rating of Major Sales Cost Factors to Net Billed Sales as Reported by Twenty-Two Companies with Individual Annual Net Billed Sales Totalling \$100,000 To \$250,000

(For purposes of information the first two columns show the percentages of Net Billed Sales derived from Branch Sales Offices and from House Accounts respectively.)

	Sales by Branch Office %	Sales from House Accounts %	Sales Commission %	Office Expense %	Sales Office Expense %	Travel & Entertainment %	Overhead %	Conventions & Meetings %	Advertising %	Unsold %	Sales Com. %	Other Sales %	Total Sales %
Low	—	4.70	.84	.10	.02	.10	.01	.08	.00	.01	.02	.06	4.10
Median	—	25.00	21.50	2.08	.20	.28	.90	.10	.98	.30	.55	.85	29.74
High	—	95.00	20.00	15.00	2.90	2.00	1.00	.10	.25	1.80	2.75	1.10	29.80

TABLE No. V
SALES COST RATINGS -- ANNUAL NET BILLED SALES -- \$250,000 TO \$500,000

Rating of Major Sales Cost Factors to Net Billed Sales as Reported by Nine Companies with Individual Annual Net Billed Sales Totalling \$250,000 To \$500,000

(For purposes of information the first two columns show the percentages of Net Billed Sales derived from Branch Sales Offices and from House Accounts respectively.)

	Sales by Branch Office %	Sales from House Accounts %	Sales Commission %	Office Expense %	Sales Office Expense %	Travel & Entertainment %	Overhead %	Conventions & Meetings %	Advertising %	Unsold %	Sales Com. %	Other Sales %	Total Sales %
Low	—	10.00	5.10	1.80	.70	.50	.50	.05	.05	.05	.10	.05	5.80
Median	—	16.00	10.70	5.70	1.10	.30	.90	—	.20	.44	.78	—	9.40
High	—	20.00	10.00	20.00	5.00	1.70	2.00	.50	.60	1.00	.90	.30	25.74

TABLE No. VI
SALES COST RATINGS -- ANNUAL NET BILLED SALES -- \$500,000 TO \$1,000,000

Rating of Major Sales Cost Factors to Net Billed Sales as Reported by Four Companies with Individual Annual Net Billed Sales Totalling Over \$1,000,000

(For purposes of information the first two columns show the percentages of Net Billed Sales derived from Branch Sales Offices and from House Accounts respectively.)

	Sales by Branch Office %	Sales from House Accounts %	Sales Commission %	Office Expense %	Sales Office Expense %	Travel & Entertainment %	Overhead %	Conventions & Meetings %	Advertising %	Unsold %	Sales Com. %	Other Sales %	Total Sales %
Low	—	7.00	7.17	4.51	.08	.19	.10	.01	.10	.25	.05	—	11.50
Median	—	16.00	11.40	6.50	1.60	.09	1.40	.04	.21	.56	.60	—	27.80
High	—	95.41	22.00	14.10	2.00	2.70	5.68	.10	1.40	4.40	1.00	—	27.80

TABLE No. VII
Sales Cost Factors -- Advertising & Direct Mail Group

Ratio of Major Sales Cost Factors to Net Billings Sales as Reported by Thirty Companies with Predominant Sales Interest in Advertising & Direct Mail

(For purposes of information the first three columns show the reported percentages of Annual Net Billings Sales derived from Branch Sales Offices, from sales of Advertising and Direct Mail Material and from House Accounts respectively.)

	Sales by Branch Offices \$	Sales of Advertising & Direct Mail \$	Sales from House Accounts \$	Sales Common-Admission \$	Sales Office Common-Admission \$	Sales Office \$	Travel & Inter-Admission \$	Dues & Subscriptions (Sales) \$	Conventions & West-Ins (Sales) \$	Adver-Ming \$	Special Exhibits \$	Sales Con-Tests \$	Other Sales \$	Total Sales \$
Low	---	14.80	5.10	2.10	.50	.08	.10	.01	.01	.03	.06	.02	.02	4.10
Median	---	60.00	15.00	6.80	.80	.72	1.12	.29	.14	.10	.16	.10	.10	9.68
High	---	91.20	100.00	10.90	6.87	2.00	6.75	1.10	.41	1.90	.71	1.00	2.00	22.05

TABLE No. VIII
Sales Cost Factors -- Book, Ink, & Stationery Group

Ratio of Major Sales Cost Factors to Net Billings Sales as Reported by Eighteen Companies with Predominant Sales Interest in Bookkeeping Materials

(For purposes of information the first three columns show the reported percentages of Annual Net Billings Sales derived from Branch Offices, from sales of Bookkeeping Materials and from House Accounts respectively.)

	Sales by Branch Offices \$	Sales of Packages & Materials \$	Sales from House Accounts \$	Sales Common-Admission \$	Sales Office Common-Admission \$	Sales Office \$	Travel & Inter-Admission \$	Dues & Subscriptions (Sales) \$	Conventions & West-Ins (Sales) \$	Adver-Ming \$	Special Exhibits \$	Sales Con-Tests \$	Other Sales \$	Total Sales \$
Low	---	7.70	18.00	1.75	.50	.15	.14	.20	.10	.08	.10	---	.10	5.71
Median	---	17.31	67.10	7.00	2.80	1.30	1.07	.30	.10	.10	.10	---	1.14	9.14
High	---	61.00	80.00	10.00	10.00	2.00	1.99	.10	.18	.30	1.00	---	1.00	17.10

TABLE No. IX
Sales Cost Factors -- Display & Dealer Help Group

Ratio of Major Sales Cost Factors to Net Billings Sales as Reported by Seven Companies with Predominant Sales Interest in Display & Dealer Help

(For purposes of information the first three columns show the reported percentages of Annual Net Billings Sales derived from Branch Offices, from sales of Display & Dealer Help Materials and from House Accounts respectively.)

	Sales by Branch Offices \$	Sales of Displays & Dealer Help \$	Sales from House Accounts \$	Sales Common-Admission \$	Sales Office Common-Admission \$	Sales Office \$	Travel & Inter-Admission \$	Dues & Subscriptions (Sales) \$	Conventions & West-Ins (Sales) \$	Adver-Ming \$	Special Exhibits \$	Sales Con-Tests \$	Other Sales \$	Total Sales \$
Low	---	11.00	11.00	1.18	.18	.12	.01	.01	.01	.01	.10	---	---	7.15
Median	---	11.07	49.00	9.00	1.13	1.20	1.00	.08	---	.11	.30	---	---	11.00
High	---	36.10	100.00	10.00	11.00	2.00	2.15	.10	.10	.10	1.70	---	---	22.70

TABLE No. X
Sales Cost Factors -- Stationery & Printing Group

Ratio of Major Sales Cost Factors to Net Billings Sales as Reported by Five Companies with Predominant Sales Interest in Stationery

(For purposes of information the first three columns show the reported percentages of Annual Net Billings Sales derived from Branch Offices, from sales of Stationery and from House Accounts respectively.)

	Sales by Branch Offices \$	Sales of Stationery \$	Sales from House Accounts \$	Sales Common-Admission \$	Sales Office Common-Admission \$	Sales Office \$	Travel & Inter-Admission \$	Dues & Subscriptions (Sales) \$	Conventions & West-Ins (Sales) \$	Adver-Ming \$	Special Exhibits \$	Sales Con-Tests \$	Other Sales \$	Total Sales \$
Low	---	11.60	14.11	9.14	.18	.12	.10	.01	.01	.01	.01	---	.06	1.14
Median	---	61.10	60.00	10.80	1.12	.98	.79	---	.10	1.00	---	---	1.10	18.10
High	---	90.10	100.00	21.00	1.60	1.50	2.00	.10	1.10	1.10	---	---	5.00	29.40

TABLE No. XI
Sales Cost Factors -- Printing Group

Ratio of Major Sales Cost Factors to Net Billings Sales as Reported by Three Companies with Predominant Sales Interest in Printing

(For purposes of information the first three columns show the reported percentages of Annual Net Billings Sales derived from Branch Offices, from sales of Printing Cards and from House Accounts respectively.)

	Sales by Branch Offices \$	Sales of Printing Cards \$	Sales from House Accounts \$	Sales Common-Admission \$	Sales Office Common-Admission \$	Sales Office \$	Travel & Inter-Admission \$	Dues & Subscriptions (Sales) \$	Conventions & West-Ins (Sales) \$	Adver-Ming \$	Special Exhibits \$	Sales Con-Tests \$	Other Sales \$	Total Sales \$
Low	---	11.90	---	1.90	.10	.70	.10	.01	---	.10	---	---	---	1.90
Median	---	73.00	---	6.00	.10	1.00	1.00	---	---	---	---	---	---	9.10
High	---	80.00	---	9.00	.10	1.10	1.10	.10	---	.10	---	---	---	10.10

TABLE No. XII
Sales Cost Factors -- Books Group

Ratio of Major Sales Cost Factors to Net Billings Sales as Reported by Three Companies with Predominant Sales Interest in Books

(For purposes of information the first three columns show the reported percentages of Annual Net Billings Sales derived from Branch Sales Offices, from sales of Books and from House Accounts respectively.)

	Sales by Branch Offices \$	Sales of Books \$	Sales from House Accounts \$	Sales Common-Admission \$	Sales Office Common-Admission \$	Sales Office \$	Travel & Inter-Admission \$	Dues & Subscriptions (Sales) \$	Conventions & West-Ins (Sales) \$	Adver-Ming \$	Special Exhibits \$	Sales Con-Tests \$	Other Sales \$	Total Sales \$
Low	---	15.00	---	1.40	.10	.70	.10	.01	---	.10	---	---	---	7.88
Median	---	50.00	---	6.00	.10	---	.70	.10	---	.15	---	---	---	9.70
High	---	90.00	---	10.10	0.70	1.00	1.00	.70	---	.10	---	---	---	11.40

TABLE No. VIII
SALES COST RATIO — WHOLESALE PRODUCT SHOP

Ratio of Major Sales Cost Factors to Net Billed Sales as Reported by Seven Companies with Predominant Sales Interest in Varied Product Lines

(For purposes of information the first three columns show the reported percentages of Annual Net Billed Sales from Branch Offices, from sales of the predominant product line and from House Accounts respectively.)

	Sales by Branch Offices	Sales of Other Product Interests	Sales from House Accounts	Sales Comp- ensation	Sales Office Comp- ensation	Sales Office Expense	Travel & Sales- personnel	Insurance & Scrip- tural (Total)	Com- muni- cation (Total)	Adver- tising	Small Business	Sales Com- pensation	Other Sales Costs	Total Sales Costs
Low	— 35.00	39.00	0.70	2.80	.70	.70	.40	.01	.81	.95	.01	—	.07	5.30
Median	— 65.00	62.00	60.00	4.90	1.04	.90	1.00	.07	.75	.72	—	—	.73	9.99
High	— 90.00	87.00	70.00	10.00	2.80	1.14	3.80	.75	.46	4.48	.81	—	1.16	27.14

The above table, and the other twelve tables on the preceding pages are taken from a more comprehensive report on sales costs issued by the Lithographers National Association, 420 Lexington Ave., New York 17, N. Y. In the original tables figures were shown anonymously for each company which reported in each of the 13 categories. Because of space limitations, only the low, median and high figures from each of these 13 tables are given here.

and nine of them specialize in "Packaging Materials." While over half of the reporting companies had total sales costs of 10 per cent or less, the lowest of the six companies specializing in "Bank Stationery" was 12.44 per cent. With the single exception of the Bank Stationers, 40 per cent or more of the companies reporting in each product group had total sales costs of 10 per cent or less.

Two frequency tables dealing with sales compensation ratios showed that 30 of the 55 companies with annual sales of \$500,000 or over report a sales compensation cost of 6 per cent or less, and that for 21 of these 55 companies this cost is between 5.01 per cent and 8.00 per cent of annual net billed sales.

The sales compensation cost ratios of the 29 companies specializing in "Advertising and Direct Mail" were spread — with ten companies showing 5 per cent or lower, nine companies showing from 5.1 per cent to 8.0 per cent, nine companies showing 8.1 per cent to 10.0 per cent and one company showing over 10 per

cent. Five of the 14 companies specializing in "Packaging Materials" reported sales compensation cost ratios of 5.0 per cent or lower while eight reported in the range of 5.1 per cent to 8.0 per cent and only one company reported in the 8.1 per cent to 10.0 per cent range. These tables, of course, do not give effect to the extent to which the percentages reported for sales compensation were affected by "house account" sales, LNA said.

It is interesting to note in the accompanying tables that all of the sales volume classifications of \$500,000 and over, with the exception of the "over five million" sales volume group, show a median percentage for total sales costs of between nine and ten per cent.

LNA added, "From our knowledge of the seven companies reporting in this 'over five million' group, we believe that the two companies reporting total sales costs of 27.14 per cent and 27.30 per cent would not be regarded as comparable operations by the other five companies in the

group. The median for the five remaining companies in the group would fall at 9.70 per cent.

Thus there is some reason to conclude that for companies with sales volume of \$500,000 and over, there is relatively little difference in total sales costs by reason of size alone. This statement, however, rests only on a study of the medians of 53 plants.

A glance at the medians for the various product groups, however, will show relatively greater differences in the medians for total sales costs as follows:

Advertising and Direct Mail	9.68%
Packaging Materials	9.25%
Display and Dealer Helps	12.66%
Bank Stationery	18.35%
Greeting Cards	9.20%
Books	8.70%
Miscellaneous	8.99%

This survey was conducted as a project of LNA's Cost, Accounting & Financial Management Committee in an effort to obtain current and usable information with respect to lithographic sales costs.★★

Elements of Color Process Reproduction

By *Andy Pernu*

York Litho Co., New York

Filters, Filter Factors and Gray Scales

IN ORDER to separate the original copy into its four primary colors, colored light must be used to record these separate images. Practically, filters used over the camera lens or the light source makes the job easiest.

In the case of reflection copy, *ie*; dye transfer print or a painting, gelatin or glass filters are placed directly in front of the camera lens. As the white light reflects from the copy and passes through the filter to the film, the light changes in color and intensity depending on the color and density of the filter.

Last month it was stated here that white light consists of three primary colors: red, green and blue. When white light passes through a filter, part of the light is absorbed or held back by the filter and the rest transmitted. (Here you have partial reason for filter factors or the increase in exposure necessary to compensate for the loss in absorption.) This is illustrated in the diagram. (Fig. 1.)

Depending on the type of red color, for example, the filter possesses, will determine the quality of red transmitted and the blue and green absorbed. Actually no filter is

so perfect that this happens as shown. Unfortunately, a little of the unwanted colors comes through, making it necessary to use masking and hand-work in the separations. In any event, most of the red will come through.

In the case of original copy, let's say an oil painting of a bowl of fruit, all the reds in the picture will pass through the red filter and record on the film including apples, oranges, bananas and cherries. You may wonder why the yellow image of bananas passes through the red. This is because yellow is made of red and

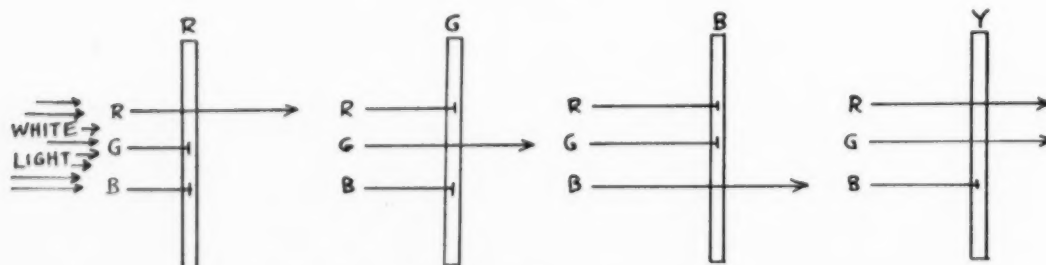


Figure 1 (above) and a typical gray scale.



green light, and the red part of the yellow is transmitted. Blue grapes and green pears, of course, will not pass.

When light exposes on film and this is processed, the area which was struck by light becomes dark, leaving the unexposed areas relatively clear. The diagram (Fig. 2) shows how filters are used in four-color process to make the image. This of course is a tremendous oversimplification of the process, disregarding such things as middle tones, pastel colors, etc.

The standard filters used in color separation work are the A-red, B-green, 47B-blue for direct separation in the case of reflection copy. For transparency, the F-red, N-green, and 47B-blue are used.

Each photographer usually finds for himself the happy combination of filters and frequently he may use

other reds, or perhaps add a slight yellow filter to the green. However, for standard procedure, those designated will serve quite well.

Filter Factors

The filter factor is a number assigned to a filter by which the normal exposure is multiplied to compensate for the loss of light due to filter absorption. There are other variables that control this factor such as type of film and the color temperature of the white light (tungsten or arc). These numbers are provided by the film manufacturer, although each photographer may have to change them to suit his conditions more exactly.

Gray Scales

Of utmost importance in color separation work is the use of gray scales or step wedges. These are

neutral gray areas in shaded tones from white to black which provide the color separator with a means of determining the balance between negatives, masks and halftones. Color filters do not affect the gray scale except to make it lighter or darker which gives the photographer his clue to increase or decrease the exposure. If any variation occurs in development, the gray scale shows up flat or contrasty.

Beyond this the gray scale is a representation of the original copy. In the case of direct separation (assume a dye transfer), there is a range of tones and colors from the white of the paper base, through many grays, to the blackest tone of the print. In almost every instance the gray scale will cover the same range of the print; because the scale (Continued on Page 123)

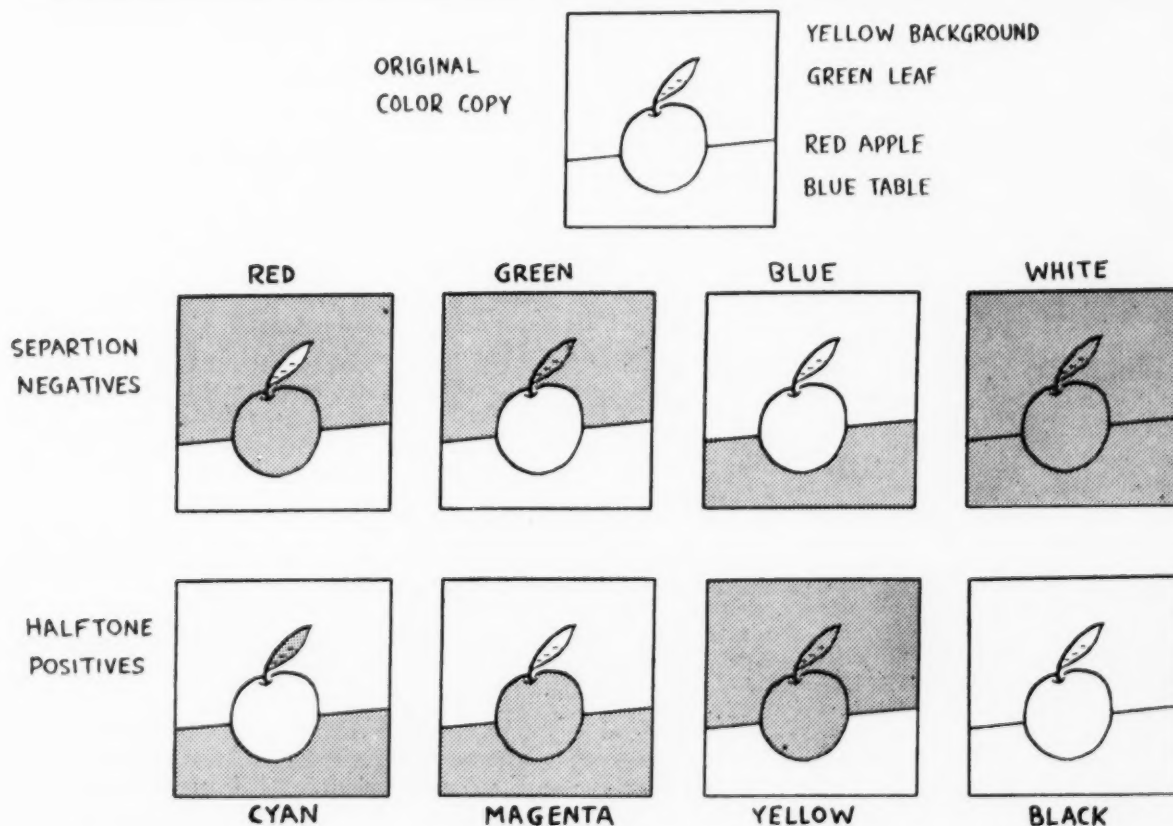


Figure 2

Sensitometry

in practical terms

By Stanley Goldsmith

Wyoming, Ohio

ALL photographers, process cameramen in particular, should have at least a speaking knowledge of H&D curves, time-gamma curves, and the many controls available to them by proper manipulation of these and other tools of the trade. Unfortunately, this is not the case. These articles are written with the process cameraman in mind, and as far as possible dispense with the technical side of the subject. They present a how-to-do-it approach rather than a long, technical exposition.

The phrase "Photographic Sensitometry" is sometimes used in a restricted sense to specify the sensitivity of photographic materials to visible light or other radiations. At this time we will further restrict our study of sensitometry to those materials primarily concerned with photomechanical reproduction.

Since the average shop has working conditions which are not conducive to precise measurement, various statements made in this article are generalizations. However, the basis of these articles will be to allow the color cameraman to use sensitometric data in day-to-day work which will result in better, more precise negatives and positives, with fewer makeovers.

The Light Source

Since most shops use arc lamp illumination, we will consider that type of light as our standard. Except that incandescent (Mazda) light has a different ratio of color output (that

is, the amount of red-to-blue output per watt), most of the following statements are true for that source also.

Exposing Devices

Various expensive, bulky devices for making exposure tests are on the market. Some of these probably are out of question price-wise, and the results are more precise than those necessary for shop practice in most instances.

Exposure devices are known as sensitometers, and are classified for intensity or time of exposures. We generally use the simplest of the intensity metering devices, a photographic step wedge. This is the well-known negative or photographic paper print which has clearly defined density changes, usually almost equal changes. Many of those on the market have changes based on the square root of 2 (or $\sqrt{2}$). Each step changes in density by .15 and each second step is equal to twice the exposure (or vice versa). This is important. Remember that every other step is equal to twice or half the exposure. Since each alternate step is equal to a change in density of .3, we can quickly calculate changes in exposures in our heads, without using calculators.

Dirt on step wedges can cause a variation in exposures. To a certain extent this can be disregarded, particularly on film wedges. On paper, dirt and finger-prints can cause a fairly serious distortion of the re-

sults. By wrapping cellophane around paper grey scales they will last a longer time, but as soon as they get dirty they should be discarded or an "educated guess" will have to be used to compensate.

At any rate, as soon as a step wedge is obviously battered (either film or paper) results are open to suspicion, and it is much better to buy a new wedge than waste materials by depending on a faulty control.

Developers and Development

Any of the normal developers can be used. It is better to use the developer regularly used than to try to go from one developer to another in what so often turns into a confused situation, doubly compounded.

Our control strip, the photographic step wedge, must be placed well inside the negative or positive being developed. Photographic emulsions develop to a greater extent if the developer is agitated, and the edge of a plate or film tends to develop to a higher contrast than the main body. A step wedge exposed less than one inch from the edge will give a false result. Of course, we are discussing plates and film 8x10 inches or larger.

Agitation during development must be uniform. If it is your normal practice to agitate constantly, continue the practice. If, on the other hand, you agitate periodically, allowing the developer to settle, then keep on doing it. Trying to compare

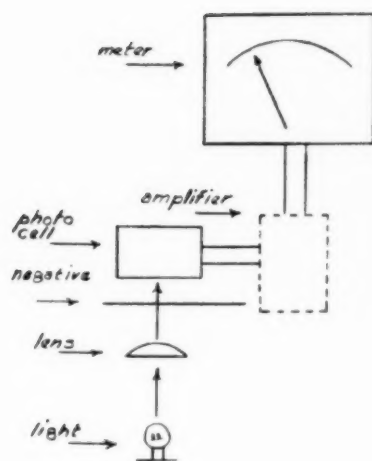


Fig. 1 Diagram of one type of electrical densitometer. Light is focussed on a photo tube, the resulting current is amplified and the meter indicates the density.

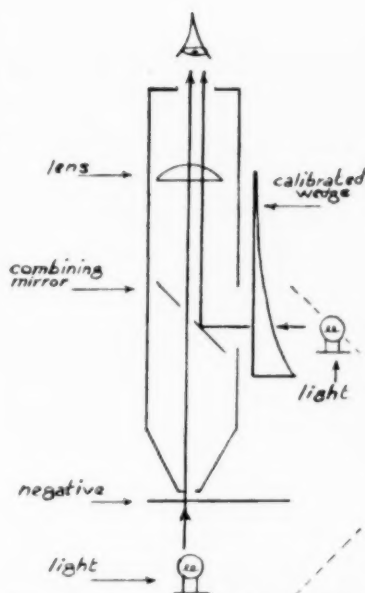


Fig. 2 Diagram of one type of visual densitometer. Either two lights are used, or a mirror system (dotted lines) allows one light to be used. The calibrated wedge usually is a varying density.

a negative developed with constant agitation with one developed with little agitation leads to results of no validity.

Temperature, it need hardly be pointed out, is important. Since these results are for your personal use, the precise temperature control of the film manufacturer's laboratory is not vital. However, a careful check of a good thermometer previous to development, and consultation of the charts supplied by the manufacturer, or better still, those which can be made by you following the directions further on in these articles, will help considerably in reducing faulty work to a minimum.

Density

Sensitometry deals primarily with the measurement of density. The less light a material allows to pass through itself, the more dense it is. The ability of a material to allow light to pass through it is known as transmission. The opposite is opacity. Density, then, is a measure of the amount of light passed through the subject, in comparison with the total amount of light falling on it.

We can say that a film which cuts off half the amount of light has a transmission of fifty per cent (50%).

We could also say that this film has an opacity of 50%. Continuing, an object with an opacity of 25% has a transmission of 75%.

Unfortunately, for us, the eye does not see quite the way percentages of opacity and transmission would lead us to believe. We would assume that a 50 per cent change in transmission would result in a visible change easily discernible, and indeed this is the case on the light side of the step wedge, but not on the dark side.

You remember that a .3 density change (every other step on a $\sqrt{2}$ step wedge) is equal to twice or half the exposure, or a 50 per cent change in transmission. It takes only a glance at a step wedge to see that the difference between the first and third steps is considerably greater (to the eye) than the difference between the last step (21) and step 19. And still the amount of light passed by step 3 is just half that passed by step 1, and the light passed by step 21 is just half that passed by step 19.

Mathematically, density (D) is equal to the logarithm of the reciprocal of the transmission (T), or $D = \log \frac{1}{T}$. What this means, in shop language, is that density varies

as the eye sees. The eye can distinguish between very small variation in lighter tones, not too well in dark tones, and very poorly in very dark tones.

Density is, therefore, measured by logarithms rather than by percentages. A density of .3 is equal to half transmission (50%), a density of .6 equals half of that, (25%), and a density of .9 is again equal to half the transmission, or 12½%. A density of 1.0 is equal to one tenth transmission (10%) and a density of 2.0 equals one hundredth transmission (1%).

Similarly, a density of 1.3 transmits half the light of a density of 1.0. Any time there is a density difference of .3 between areas, one will transmit twice as much light as the other. A density difference of 1.0 means that area A will allow one tenth (1/10 or 10%) the light through it that area B allows through. It does not matter if the two different densities are 0.1 and 1.1 or 1.3 and 2.3, the relationship holds.

We have dwelt at some length on the subject of density, because without a thorough understanding of density and what the figures mean, the use of sensitometry will never be satisfactory. In summary, remember that we measure density as the eye sees it; and the figures are logarithms, related to transmission.

Measuring Instruments

The one essential measuring instrument in all work involving sensitometry is a densitometer. As the name states, this is a device which measures the density of the negative or positive.

Densitometers fall into two classes—visual and electric. They both work by comparing an unknown density with a known response. In the case of a visual instrument the known area usually is a spot surrounded by an unknown field, or the reverse, a known field surrounding an unknown spot. By changing the amount of light on the known field it will eventually match the density of the unknown spot. If the density of the known part is marked, obviously the unknown will be equal to it, and we

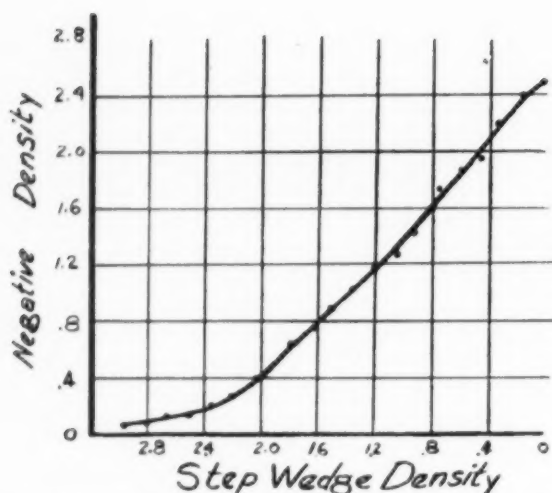


Fig. 3 The Characteristic (H&D) curve resulting from the example in the article. Notice that readings slightly off the general trend are not followed exactly, although they influence the trend.

can then read the density of the unknown area.

The electrical instruments usually work by casting a beam of light on a light sensitive cell, the output of which is measured by an electrical meter. The instrument is calibrated by allowing all the light to fall on the cell. This is then zero density (0.0). The meter is set for zero and the unknown density is put in the light path. If half the light passes through the unknown, the density is then .30, if one quarter the total light activates the cell, the meter will read one quarter the total swing and the density is 0.6, etc. (see "Density," above).

Densitometers are designed to measure varying areas. Some measure such small areas they are known as micro-densitometers. These could be used to measure the density of a halftone dot. They are big, expensive instruments, used primarily for research and spectrophotometry.

The usual areas measured in shop practice will be about one or two millimeters in diameter, and most instruments designed for every day use have apertures about that size.

It is possible to make a crude densitometer from an ordinary photographic exposure meter, calibrating it as the electrical instruments are calibrated. These instruments will read only large areas and the accuracy of results in darker areas leaves much to be desired. However,

if it is desired to know if a halftone tint is a "50% grey," despite the shape of the dot, this is the instrument with which to find out.

The H & D Curve

The most important relation in photography is the amount of density resulting from a given exposure of the sensitive material. Many years ago the team of Hurter and Driffield made graded exposures on photographic emulsions, measuring the density resulting, and the curves showing the characteristics of the photographic emulsions have been called H & D curves in their honor.

A step wedge, either film or paper, offers a convenient method of making known exposures. Since it is relatively easy to see the changes in exposure resulting, due to the sharp edge of the continuous steps, mistakes in reading are lessened. The step wedge must be calibrated accurately. This may be done by reading the wedge on your own densitometer, or a calibrated wedge may be purchased. Calibrated wedges are expensive in either time or money and should be handled with respect.

To draw a curve, start by allowing the image of the step wedge to fall on the unexposed photographic emulsion. This can be done by contact or through the camera lens. Develop, fix, wash and dry the plate or film. Read the densities and mark them on a sheet of paper. As you

already know, the lightest step on the wedge will give the greatest density, the darkest step will give the least density. Let us work out a hypothetical example, to see how the curve is plotted. In this case we have a transparent (film) step wedge, with 21 steps, each step differing in density by .15 (approximately). We can then set down our original densities, and opposite them, the resulting densities.

.0	2.50
.15	2.40
.30	2.20
.45	2.15
.60	1.90
.75	1.75
.90	1.40
1.05	1.30
1.20	1.20
1.35	1.05
1.50	.90
1.65	.75
1.80	.50
1.95	.40
2.05	.35
2.20	.30
2.35	.20
2.50	.15
2.65	.15
2.80	.10
2.95	.10

On a sheet of graph paper we mark the original densities on the horizontal line (abscissa) the darkest step closest to the left hand edge. Densities resulting are marked on the vertical line (ordinate). Sheets already marked in this manner are available from photographic stores. Now mark the densities on graph paper in the proper relation, that is, with the lowest resultant density above the highest original density.

When all the points have been marked, or "plotted," draw a line joining these points. Make this a smooth curve, disregarding points which fall outside the general shape often seen in published characteristic curves. You have now drawn an H&D curve.

Interpretation of the results, changes possible, gamma, time-temperature curves, time-gamma curves and other items connected with sensitometry will be discussed in future articles.★★

Conference leaders, front row, left to right: Walter Grivna, Bureau of Engraving Inc., Minneapolis, discussion group chairman; Harold N. Cornay, Press of H. N. Cornay, New Orleans, chairman of the PIA Committee on Production Management which planned the conference; Robert R. Kable, Kable Printing Co., Mt. Morris, Ill., luncheon speaker; John M. Wolff, Western Printing and Lithographing Co., St. Louis, president of PIA.

Back row, l. to r.: Alfred M. May, Alfred M. May Co., Cincinnati; C. E. Hoffman, Jr., Spangler, Inc., St. Louis; James R. Brackett, general manager of PIA, Washington; Richard A. Cline, A. L. Garber Co., Ashland, Ohio; William J. Mariner, Case-Hoyt Corp., Rochester; Alex Dittler, Dittler Brothers, Atlanta.



260 at Production Conference

IN attendance and interest, the Professional Conference for Manufacturing and Production Executives held in the Hotel Statler, Cleveland, June 29 and 30, topped the current series of PIA management conferences. Registration at this fourth conference in the series reached 260—which was 50 more than the previous record attendance at the President's Conference in February.

Ninety percent of those present were attending their first professional conference, and in most cases their first PIA meeting of any kind, the association reported. Most of those who had attended previous conferences were company presidents, but this time they brought their production managers or superintendents with them.

The program included both prepared addresses and seminar group discussions. Monday afternoon the conferees met in six groups according to sales volume of their companies, for discussion of production management problems. Tuesday morning they reassembled in seven groups according to specialty—three groups for advertising printing, two

for periodical, book and pamphlet, and one each for forms, and for label and specialty.*

Joseph Chanko, general manager of the Conde Nast Press, Greenwich, Conn., set the stage for the two-day discussion of production management problems with his keynote address on Monday morning entitled "The Importance of the Production Executive and His Relationship to Sales, Costs, and Profitable Production."

Mr. Chanko made these three points: (1) Without minimizing sales and finance, the production executive is the most important executive in our industry; (2) there is no such thing as automatic management; and (3) the greatest production problem in our industry is down time. He also posed these two questions for discussion: What are we doing to cope with rising labor costs? Are we using the tools available to management to their fullest capacity?

Speaking of the production executive's personal responsibility, Mr. Chanko said he "owes it to his business and to himself to so arrange his

duties as to make it possible for him to have time to think—think about his business—and develop improvements which will result in better quality, lower costs, or both. He must also learn to so organize his business as to have complete control of the important factors which affect quality and costs, which, in turn, means efficient production."

Modern equipment, greater speeds, work simplification, improved methods, complete rearrangement within a department are some of the ways of counteracting the rising cost of labor, said Mr. Chanko.

Management tools needed by the production executive are first, brains; second, experience, and the following specific tools: effective organization; competent, alert supervision; inspection as an aid to supervision; efficient use of space, which includes good layout; good housekeeping; preventive maintenance; maintenance of practical and effective methods; a carefully worked out system of detailed instructions to the plant; proper cost records; concise operational reports and avoidance of red tape; time studies and work simplification; a good personnel training

* Summaries of these thirteen group discussions as well as complete texts of all addresses and case histories, will be published by PIA in printed *Proceedings* of the conference.

program; quality control; and a keen awareness of the need for research.

Henry L. Deppner, production manager of the Standard Printing and Publishing Co., Huntington, West Va., gave a step-by-step description of the production control developed and employed by his company. The center of the system is the control room, with the production superintendent in charge. His responsibility is to answer customers' questions on the status of their jobs, scheduling of the work in the various department centers, and to see that the jobs are routed to various departments according to the nature of the job.

"In short," said Mr. Deppner, "the production manager is a traffic director, which requires broad authority and responsibility. The only person authorized to set specific delivery dates is the production superintendent. Not even the president can make commitments as to delivery without conferring with production control."

Under the system, a record is kept of every job showing the progress in each stage of production from the time it is received, until it is shipped. By glancing at the control room blackboard, the production superintendent can tell how many hours are available in any center.

"Why Production Standards?" a sound slide film, was presented by Donald E. Sommer, PIA technical director. The film describes the problems of a small printing company when it grew too large for the owner and his right hand man to "carry the pertinent facts of operations in their heads," and tells how "PIA PAR" came to their rescue. Many things went wrong with production, sales, delivery, etc., simply because the company lacked information about its own operations. After consultation with his sales manager, superintendent, estimator, and accountant, the owner concluded his basic need was better data which would establish what production the plant could logically expect from its various operations.

This information was needed for estimating and pricing, job costing,

scheduling, long range planning, and follow-up on production performance.

The forthcoming PIA textbook on "Management of Printing Production" is "sound, complete, and realistic," and "fills an empty space in the textbook field," said Robert R. Kable, president of the Kable Printing Co., Mt. Morris, Ill., in his luncheon address Monday on "General Observations and Announcement of Production Management Manual."

To give an idea of the scope and contents of the book, whose author is Robert Roy, dean of the School of Engineering, Johns Hopkins University, and former chief engineer of Waverly Press, Baltimore, Mr. Kable briefly described the various sections and chapters and quoted typical passages.

"The customer expects and demands from his printer a high level of service, production accuracy, close schedule performance, and the best quality work that personnel can produce," said L. J. McCarthy, buyer of catalog and other printing for Sears, Roebuck and Co., in his Monday evening dinner address on "The Customer Observes the Production Executive."

"The customer expects the printer to maintain, through frequent personal contacts," continued Mr. McCarthy, "interest, knowledge and understanding of the requirements. He expects the printer to show continual curiosity concerning what the customer is trying to accomplish and in this way be prepared to make recommendations on the materials and methods that will lead to efficient quality production."

Mr. McCarthy made two critical observations about printers and lithographers. First, and the foremost, he said, "it seems to me that the majority of printers—and that includes the big ones as well as the small—fail to modernize their plants and their methods as speedily as they should. . . . There must be a never-ending effort to find or develop printing processes and equipment that will give greater speed, flexibility, and economy as well as the better quality we seek."

"Sears seeks to obtain lower costs by encouraging a manufacturer to reinvest part of his profit in his plant in the form of labor saving equipment, plant arrangement, or expansion. We are more interested in what a manufacturer does with his profits than we are in exactly how much they are. We would rather see a manufacturer make 10%—12%—15% net on our business, and constantly reinvest one-half of it in improved facilities than to make half that net and make no reinvestments. One becomes a constantly improving, more efficient source; the other has higher and higher costs, as obsolescence gradually takes over."

Mr. McCarthy's second criticism was that in his opinion "too many printers are inclined to accept work which they are not qualified or equipped to produce. . . . Why do not printers admit their inability to encompass the earth and exchange business with each other?"

"The small printer knows, of course, that he cannot possibly handle multiple million runs of big sheets. The big printer, with his necessarily higher overhead, cannot economically function on small runs. Yet between the very big and the very little lies the bulk of the printing business of this country. And here, in my observation, it seems that either the big or the small printer feels he belongs. That is not always the case. The demands of the individual job should determine its placement. A higher degree of integrity, yes, I might even say honesty, should be brought to bear throughout the entire industry."

Mr. McCarthy said he and his predecessors at Sears learned these things the hard way, through unsatisfactory experience with their former private printing plant. "At one time, before 1930," he said, "we had our own printing plant where we produced the majority of our catalogs and did much of our job printing besides. When the Sears Printing Building was erected and the spanking new presses and other machinery were installed, it was a model of what a big printing plant should be.

Cleveland professional conference talks cover controls, systems, management philosophies, obsolescence, records and other factors of efficient printing production

"But the presses began to age. The staff of press repairmen and mechanics grew constantly larger. Delays became more frequent. Our merchandising people were locked in by our capacity and by our printing rigidity. There were, it seemed to us, more things that we could not do than there were things we could do. Time was marching on, and we were not progressing. When the presses were dismantled, the electrotype foundry abandoned, the composing room doors shut, and we came fully into the open market to buy printing, we knew the falseness of the world in which we had been living. That can happen to you."

It is becoming more and more difficult to interest rank-and-file workers in taking jobs as foremen, said Henry Lee Waddell, editor of *Factory Management and Maintenance*, in his Tuesday luncheon address on "How to Make Your Workers Want to Become Foremen."

Mr. Waddell reported on a survey made by the McGraw-Hill Department of Economics which revealed the following reasons, ranked in importance in the order given, why workers do not want to become foremen: Inadequate pay differential, less security than in a rank-and-file job, satisfaction with present job and income, fear of responsibility.

From the facts obtained through the survey, Mr. Waddell said the following working set of principles can be drawn which will make sure workers will want to become foremen if they are offered the job:

Principle No. 1—Make sure that your foremen get substantially more pay than the men in the ranks.

Principle No. 2—Select your foremen properly and train them well, before and after selection.

Principle No. 3—Really make foremen a part of the management group.

Commenting on this third principle, Mr. Waddell said, "let them help shape your policies and decisions. If you do, this will be apparent to all workers in the plant, as well as to the foremen, and will give the foremen a higher social standing worth reaching for."

In an address Tuesday afternoon on "The Production Executive's Responsibility With Respect to Human Relations," Willard E. Brown, Judd & Detweiler, Washington, said that working with and through foremen is the best way to get a human relations program accepted in the plant. Addressing his remarks toward an improvement of the production executive's relationship with his foreman, Mr. Brown, who is one of the instructors in the LTF-PIA Foreman's Management Program, listed 10 complaints foremen have about management, as brought out in discussions at the Foreman's Management Conference. They are:

1. Failure to notify the men in a department when a new foreman is installed.

2. Failure to outline limits of authority or responsibility at the time of the change to a new job.

3. Difficulty encountered in attempting to see the production executive.

4. The problem of the production executive going directly to the men without notifying the foreman beforehand.

5. Management's failure to consult the foreman before making and handing down decisions for enforcement.

6. Lack of effort by management to give the foreman an overall picture of the operation of the plant.

7. Management's position and progress reports of meetings during union contract negotiations are seldom made clear to foremen involved.

8. Lack of a goal. For example, how much time has been allowed by the estimator for each operation.

9. Tendency on part of management to censure but seldom praise.

10. Management's seeming lack of any interest in the welfare of the night supervisory force.

Mr. Brown recommended the Foreman's Management Training Program, which improves relations between management and supervisory personnel by making front-line management men out of foremen and supervisors.

A good program of preventive maintenance can eliminate as much as 80 per cent of repairs after breakdown, said Frank F. Pfeiffer, executive vice president of Reynolds & Reynolds Co., Dayton. Preventive maintenance is less costly than repairs, but the greatest saving is in continued production and its effect on customer relations. Mr. Pfeiffer said he has seen records which showed a planned preventive maintenance program has reduced expenditures for parts and service as much as 50 percent.

Small as well as large plants can practice preventive maintenance, said Mr. Pfeiffer. "If you are big enough to have a mechanic in your plant who does miscellaneous work," he said, "you are big enough for a preventive maintenance program. If your plant is smaller than that, you can still have a program of periodical inspection of all your equipment by engaging an outside equipment repair service."

But the two most important points of a planned preventive maintenance program are (1) lubrication and (2) anticipation of breakdowns and making provisions for overhauling.

The matter of record-keeping can
(Continued on Page 121)

Industrial Relations

Some basic problems facing our industry together with suggestions for solving them

(Last month Mr. Mattson discussed recently negotiated union contracts in the lithographic industry and trends they indicate. This month the subject of industrial relations is concluded. These articles are based on a talk by the author at the annual convention in June of the Lithographers National Association. — Editor.)

BEYOND the foregoing industrial relations problems in terms of union proposals, settlements reached, and certain language incorporated into collective bargaining agreements, there are other problems facing this industry which by their very nature are common to American industry as a whole. The following problems are illustrative.

1. During the past 20 years industry has been subjected to a sympathetic administration, particularly at the national level, aiding and abetting unions in their questionable practices and in their desire for show of power.
2. Likewise, during this period we have witnessed union-biased government bureaus, agencies and fact-finding boards rendering decisions and making recommendations which, more often than not, were detrimental to the development and promotion of sound industrial relations.
3. The centralization of power in international unions, often manifesting itself in the domination of the unions at the local level.
4. The apathy of the great majority of union members toward the inner policies of the union.

5. As implied above, the usurpation of management's right to manage and, associated with this, the domination of production supervisors through appealing to their loyalty or through pressure tactics, and
6. The threats of work stoppages, slowdowns, and other forms of economic pressure.

Recalling the topic of today's discussion, "Industry's Number One Problem—Industrial Relations," and the apparent need for exploring ways and means which, if adopted might well be the solution to some, if not all of the problems inherent therein, I submit for your consideration the following suggestions. Before doing so, however, there are certain fundamental principles which, in my opinion, should be clearly understood. The first of these is that unions are here to stay, at least in our lifetime. In this connection, Clarence B. Randall, president of Inland Steel Corporation, in his recent outspoken book, "A Creed for Free Enterprise," has this to say:

"In trying to think his way through the problems of the day, the business man might just as well tackle the tough ones first and make up his mind what he thinks about labor unions. They are here to stay and if he doesn't like them as they are, he might as well face the fact that they knew what they wanted and got a lot of things done while he was content to be profane and say he would have no truck with them; and that they are still ahead of him in knowing what

they want and getting things done. This will go on until he makes up his mind as to what is good and what is bad about them and accept the good and resist the bad with might and main."

The second of these basic principles is that industrial relations as a management function is not just a once-a-year job, that of negotiating a collective bargaining agreement. It is a management responsibility which ranks in importance with such activities as accounting, sales, and production; and should be treated as such, 365 days a year.

Many lithographers during the past few years have repeatedly taken the position that the lithographic industry, made up of small companies the majority of which employ less than a hundred employees, cannot afford to support a year-round program of industrial relations. I submit to you that it is not a question of not being able to afford to support such a program, but one which employers cannot afford not to support. What I am suggesting here is that no budget should be drawn up without including therein the item—industrial relations. As to industrial relations policies and as to the administration of such policies, I should like to point up two or three basic thoughts.

As to the first of these, the chief executive is the key prime mover in the development and administration of a sound industrial relations program. Unless he is determined that the best possible job of employee-employer relations must be done in

By George A. Mattson

Director of Industrial Relations
Lithographers National Association, Inc.
New York

his company, other steps are fraught with futility. In other words, the first prerequisite is the exercise of dynamic leadership on the part of the chief executive, and he must be sold on the question of the advantages which accrue to the company and to all levels of personnel concerned.

In the second place, the development and administration of adequate and effective industrial relations must be in the hands of a competent specialist charged with serving the chief executive in a staff and advisory capacity, aiding the line organization in the development and execution of sound policies.

What about the specialist in this field: Here again the employer says, "I cannot afford a specialist." To this I say, "You cannot afford not to have one." I must admit that small plants cannot afford to have a full-time personnel director, but I submit to you that an industrial relations program can be developed and administered by delegating responsibility on a part-time basis to some member of the existing organization. This, of course, would require adequate training and education. Another possibility in this direction which I have recommended from time to time is based upon the fact that employers in this industry, for the most part, are members of local associations and, as such, should consider carefully the pooling of their resources, financial and otherwise, for the purpose of hiring a specialist for doing the job which is needed so badly.

This approach is not unrealistic for the simple reason that groups of employers in other industries have tested

out this approach and found it to be quite effective. In this connection, two such groups of lithographers in two larger cities are now laying plans for instituting a program of industrial relations through securing the services of a professional director to do the job. Such industrial relations specialists will be responsible for employee-employer relations in the plant of each participating employer. He will have the responsibility for the development of training programs. He will assist materially in contract negotiations, the administration of contracts, and other allied duties. In my opinion, the development of such a program at the local level will result in the saving of time, money and energy. In terms of results, I do not hesitate to claim that such an investment will be, in the long run, a profitable one. It is also rather encouraging to note that during the past year six lithographic firms have employed full-time personnel directors.

As to the development of an effective industrial relations program, it is impossible for me to tell you what policies, practices and procedures should be adopted. This is a matter for determination at the local or plant level. What may be highly desirable policies for one local area or given plant may be undesirable for other local areas and other plants. However, there are certain broad subdivisions which are common to all industrial relations programs. The more important of these subdivisions are as follows:

1. Recruitment and selection of personnel.
2. Placement.

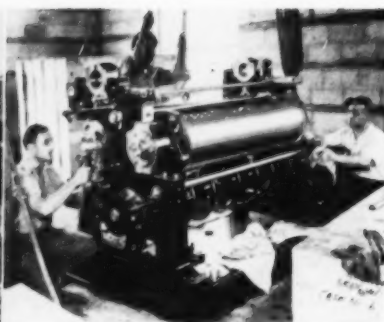
3. Training and education.
4. Wage and salary administration.
5. Employee benefits and services.
6. Health and safety.
7. Policies with respect to layoffs, termination of employment, sick leave, vacations, leave of absence, etc.
8. Merit rating and promotion.
9. Human relations and employee communications; and,
10. Personnel records.

The third important aspect in the development of an industrial relations program is the necessity for reducing to writing the basic principles and objectives for which management stands and the means whereby they are to be made effective. Eternal vigilance is the watchword with respect to the conscientious fulfillment of employee relations policies in daily practice. Industrial relations policies reduced to writing serve as practical rather than mere idealistic guides to action—they serve the purpose of eliminating favoritism and misunderstandings, not to mention grievances real or otherwise. Without knowledge and understanding, wise and prudent performance of responsibilities is jeopardized.

Briefly, I should like to mention other factors which have great merit in dealing with today's industrial relations problems. The first of these is that of community and public relations. In other words, what I am suggesting is that the top executives of companies, regardless of size, should take a greater interest in the affairs of the local community, participating in church, charitable and business club activities. This affords not only an opportunity to render a service but to get across to community associates and particularly customers what your company stands for, its aims, the importance of services rendered, and the job it is doing for its employees.

The second factor is that of taking greater interest in political and legislative affairs at the national, state and local levels. As Stephen F. Dunn, the new general counsel for the U. S. Department of Commerce remarked

(Continued on Page 123)



Top left: Company executives inspect smashed Harris 35 x 45" single-color press after tornado rubble has been cleared. Night pressman on this machine was severely injured by falling wall. Left to right are Frederick A. Merrick, president; Herbert H. Johnson, plant superintendent and Robert Pennington, vice president and general manager.



Top, right: With the roof just put on, the "rush" program of installing a new Harris 35 x 45" single-color press is well under way. Here Harris-Seybold's service representative George Gilmore (left) supervises local riggers as cylinders go into position. Mortar holding new walls together in background is still damp and workmen overhead are still completing new roof.

Lower: Eight days after the top left photo was taken, Merrick Litho's plant had risen again. The same contractor who built the original building rushed the repair work.

Cleveland Plant Rebuilds in a Hurry After Tornado

ONE Cleveland litho plant was especially hard hit when a tornado struck the Midwest at many points on June 8. (ML, July, page 70.) In Cleveland, ten people were killed and damage ran into the millions of dollars.

Merrick Lithograph Company was the tornado victim, and immediately took steps to get back on its feet again with the aid of friends in the trade. The firm is about two years old, with a modern plant in downtown Cleveland, 2165 Lakeside Avenue. On the night of June 8 the second shift was at work on production with Merrick's two new Harris 35 x 45" presses.

At 9:45 p.m. the twister struck. Merrick's plant, a compact brick one-story building with heavy steel roof girders, was plunged into darkness as light poles fell. The wind heaved the roof upward, and a brick wall fell into the plant. Steel girders fell on the presses, and the rain poured in.

One girder fell on the two-color Harris, and the men below ducked to

safety. The single-color press, closest to the wall, was even more completely buried in debris. And the pressman, Frank Krestel, was missing. One of Merrick's young press helpers, John Baumgartner, started burrowing in the wreckage. By the time police and firemen arrived, the pressman had been freed and dragged to safety. Rushed to the hospital, he was found to be critically injured, but is now well on the road to recovery. Several other employees also were injured, but less severely.

That night the company's executives, Frederick A. Merrick, president, Robert Pennington, vice president and general manager, and Herbert H. Johnson, plant superintendent, started planning for recovery.

Before noon help came pouring in, as competitors and suppliers learned of Merrick's trouble. Practically every lithographer in Cleveland offered his spare facilities in helping the firm catch up on production. Copifyer Lithograph Corporation, then on a staggered vacation schedule,

was particularly helpful, making some Harris 35 x 45" presses available during non-running hours at Copifyer.

Harris-Seybold Company had several executives on the scene and it was found that damage to the new 35 x 45's was severe. Two Harris 21 x 28's, after being cleaned and moved to another part of the building by the Harris service department, were soon in operation. The single-color 35 x 45" was dismantled quickly and shipped to Harris-Seybold's Rebuilding Department in Chicago, and a new press rushed in from the factory erection floor as contractors sped work on repairs to the building. Harris servicemen, working night and day including Saturday and Sunday, managed to repair the damaged two-color and get it back into production within a week's time.

Operations at Merrick Litho are now almost back to normal—but it will be many years before the company's people will be able to dismiss gathering summer thunderclouds without a feeling of uneasiness, they report.★★

Technical

SECTION

Measurement of Paper Properties Important in Offset Printing

By Gordon C. Wheeler

Lithographic Technical Foundation, Chicago*

PRINTING operations that are directly affected by the properties of the paper may be classified into three groups: (1) Feeding, (2) Pulling the impression, and (3) Delivery and Bindery operations. These operations will be discussed in this order.

Feeding

To insure uninterrupted feeding of sheets on the press, paper should be flat. Wavy edges, tight edges, or a curl, can all be detected by visual observation of the pile of paper. The tendency of the paper to curl or change size cannot be measured in this way. From the time that the paper is manufactured to the time that it is finally printed, changes frequently occur in the paper's moisture content. The hygroexpansivity of the paper is therefore of considerable importance.

A test for hygroexpansivity of paper (TAPPI Standard T447 m-45) is available. However, it gives only the over-all expansivity. Since differences in physical size of the wire and felt sides of the sheet would tend to promote curl, it would be de-

sirable to be able to measure the hygroexpansivity of each side independently.

There is another important factor that determines the tendency of paper to lose flatness. This is its water vapor permeability, both perpendicular to the sheet surface and from the edge into a pile of sheets. While water vapor is travelling from the edge of the sheet toward the center, or from the center outward, a gradient exists. This means that tight or wavy edges will continue to exist until the moisture content of the sheets is uniform through the pile. The rate at which water vapor will penetrate will determine the time required for the paper to reach approximate uniformity. Also, after printing, the side of the sheet that was in contact with the blanket will contain more water than the other side. Until the difference in moisture content is removed, the sheets will have a strong tendency to curl.

* A paper presented at the 1953 meeting of the Philadelphia Section of the Technical Assn. of the Pulp and Paper Industry.

TAPPI Standard T448 m-49, offers a test for the water vapor permeability of paper. This test, however, measures permeability only in the direction that is perpendicular to the surface. It would help a great deal if we also had some way of measuring parallel permeability through a pile of sheets.

There is another type of curl-called structural curl. This results when stresses incorporated in the sheet during manufacture are later released. Structural curl has yet to be measured quantitatively.

For trouble-free feeding on the press, the paper must have square and straight edges and the sheets must be uniform in size and caliper. All of these properties can be measured with well-known techniques.

Pulling the Impression

A field of paper testing in which a great deal of activity is evident is the measurement of its printability. The properties that contribute to printability can be divided roughly into four groups: (1) physical

strength, (2) chemical properties, (3) ink receptivity and permeability, and (4) printing smoothness. These four factors will now be discussed briefly.

When the inked blanket is separated from the paper, a force is exerted on the paper surface that tends to rupture it. The wax pick test is quite widely used to measure the ability of the paper to withstand this force. However, recent work has shown that it is not reliable for comparing papers of widely differing weights. It is probably satisfactory for the comparison of papers having the same weight and surface texture unless thermoplastic materials are present in the coating.

A number of dynamic pick testers have been developed. All of them attempt to duplicate the printing operation to some degree. Some print at an adjustable, but uniform, speed. Others incorporate an accelerating device so that the speed at which picking occurs can be determined from one sample. Newtonian liquids and printing inks are both used. It appears that, in the near future, we will be able to test for pick resistance with assurance of good correlation to actual press experience.

Some of the fibers on the surface of paper are not very well bonded to each other or to the body of the sheet. Some are held down only at one end. This leaves fuzz or lint standing up. These fibers tend to be pulled off by tacky ink. They accumulate in the inking system and necessitate frequent wash-ups.

If the sheet is bent around a short radius and observed under a magnifier, these loosely bonded fibers can be seen. Papers can be compared by this means. Of course, the observer's judgment is very important since the test is not quantitative.

A quantitative test has been suggested. It consists of shaving the surface of the paper with a sharp blade and measuring the quantity of material removed. This test may not tell the whole story. The printer is concerned not only with the fibers that stand up, but also with those that lie flat and which will also be pulled off by the ink. A reliable

quantitative test is needed to measure this paper property.

If an attempt is made to print paper on which the coating has been poorly insolubilized, the coating will tend to transfer to the blanket. If the material transferred is abrasive, plate wear will be excessive.

Some ideas of the water resistance of the coating can be obtained by rubbing it gently with water and then transferring the water to a piece of black paper. When dry, the transferred coating appears white. This test again is only comparative. It depends on the operator's judgment. Also, it does not duplicate printing conditions very closely.

Another strength property should be included. This is the tensile strength that the paper needs to resist web tension or the pull of the grippers. Because of the high speed of modern printing operations, the paper can go from an unstressed to a stressed condition and then back again in a very short period of time. For a true evaluation of paper with regard to its future performance on the press, one should test it at similar loading rates.

Any soluble materials in the paper tend to be leached out by the water on the blanket. These materials then get back to the plate and into the inking and dampening systems. Surface active or wetting agents will promote emulsification of the ink in the water. Fountain solutions having high pH values may also cause this to happen. Since water is deposited on the areas of the paper not being covered with ink, an over-all tint results when the ink and water emulsify.

To test for the presence of wetting agents, scrape some coating off the sheet and shake it up in a little water. If the foam persists for more than three or four minutes, there is reason to suspect the presence of these materials. Naturally, this test fails when the wetting agent doesn't produce much foam.

pH is important not only because a high pH promotes emulsification, but also because a very acid paper will retard ink drying. It may even etch the printing plate and shorten

its life. Methods are available for measuring the pH of the water extract of uncoated paper or of the coating from coated paper. Probably of more importance than H-ion concentration alone is the quantity of potentially reactive alkali or acid, and the nature of the anion when alkali, in the extract. Also, it is questionable whether the extraction method now used is very closely related to the extraction that takes place on the press when the paper is in contact with moisture for only a few thousandths of a second.

There are roughly three stages of ink vehicle absorption that take place in printing. The first is that which occurs during the first 0.005 second that the paper is in contact with the ink. It determines, to some extent, the way in which the ink is transferred. Non-uniform ink receptivity of paper during this period can cause mottled solids.

The second stage occurs during a short period of time after the sheet has been printed. If the absorption of the ink vehicle is slow, the ink will offset to the backs of succeeding sheets in the delivery pile. If properly matched to a particular paper, the ink normally sets to a condition where offsetting does not occur during this time.

The third stage of absorption occurs while the ink film is hardening. During this stage, excessive absorption can cause the ink surface to lose its gloss. If the ink film hardens too slowly, chalking can occur on coated paper. (Chalking results when so much vehicle is removed from the pigment that the pigment is left "high and dry" and is not bound to the paper surface.)

The final test for the ink receptivity of paper is its behavior on the press. Mottling will occur on some papers when solids are printed under certain conditions — generally when a light color is being used. No method for measuring this tendency to produce a mottled print has been publicized.

Even though uneven absorption during the printing period is not yet subject to quantitative measurement, progress is being made in the

over-all measurement of ink receptivity. One method is as follows. A drop of ink is placed on an incline above a sheet of paper to be tested. A cylinder is then rolled down this incline over the sheet. Then, by measuring the size and shape of the pattern produced by the ink drop, a combination of the paper's surface smoothness and absorbency is probably measured.

Many methods for testing absorbency during the second two periods have been advanced. They all involve some technique for measuring the rate of penetration of an oil or ink into the paper. The techniques include: (1) measurement of the time required for an oil or ink film of known thickness to lose its gloss when applied to the paper surface, (2) measurement of the change in light reflectance from the reverse side of the sheet after the oil or ink has been applied, and (3) use of the K and N testing ink.

The K and N testing ink consists of a white pigment dispersed in a non-drying oil carrying an oil soluble dye. The ink is spread on the paper surface, allowed to stand a known length of time, and then wiped off. The intensity of the color left in the paper is said to indicate the amount of oil absorbed by the paper from the ink.

Absorption of ink vehicle after printing involves a limited amount of vehicle, filtration of this vehicle through the pigment next to the paper surface, and penetration of this vehicle into the sheet. Because of the non-homogeneity of paper, especially coated paper, most absorption tests are questionable. This is particularly true of any absorption test in which penetration is to a much greater depth than actually occurs in the printing process. Thus, any of the above techniques may not give satisfactory results if the technique involves a greater depth of oil penetration than normally occurs when the paper is printed.

Two phenomena are influenced by the smoothness of the surface of the paper. One involves completeness of contact of the printing form a

blanket with the paper. The other is the print quality obtainable.

It is possible to get over-all printing contact between the offset blanket and papers that are too rough to print satisfactorily by letterpress. For this reason, the problems of printing smoothness are considerably different for the two processes.

The Chapman Smoothness Tester is being tried as a means of measuring printing smoothness for letterpress work. In it, the paper is pressed against a glass prism at approximately printing pressure. This pressure is necessary to allow for the cushioning effect or flattening of the paper surface under the printing form. The fraction of incident light that is reflected from the glasspaper surface is dependent on the amount of paper surface not in optical contact with the glass. Attempts are now being made to simulate the conformability of the ink surface. If this problem is worked out, this test method looks very promising for evaluating letterpress papers. Some modification would probably be necessary to make it suitable for offset papers.

Other methods in use involve measurements of the air leakage between the surface of the sheet and a flat surface under a pressure differential. Various methods using a number of different conditions of pressure and area of contact between paper and flat surface have been advocated. The apparent disadvantage of this method of smoothness measurement is that the air can travel through the body of the sheet as well as across its surface.

Of more importance to the lithographer is the influence of smoothness on the appearance of the printed material. The smoother the ink surface, the purer the color since diffuse reflections are reduced.

Delivery and Bindery

Some of the requirements of paper involved in the delivery of the printed sheets on the press and with finishing and bindery operations have already been discussed.

The tendency of paper to curl was discussed under feeding. Under ink

receptivity and permeability, we discussed the influence of ink absorption on its setting to prevent offsetting. Under chemical properties, the influence of pH on ink drying was covered.

Excessive curl can cause severe difficulties in sheet delivery. It can also greatly increase costs during cutting, folding, and other finishing operations.

Poor ink drying can delay bindery operations and possibly even cause the job to be rejected because of late delivery.

At present, there are few reliable tests for measuring the properties of paper that are important in lithographic printing. Progress is being made in developing suitable testing procedures and correlating them with printing practice and results.★★

R.I.T. Offers B.S. Degree

The Rochester Institute of Technology, Rochester, N. Y., which has as one of its ten departments the Department of Printing, headed by Byron G. Culver, has been authorized by the New York State Board of Regents to conduct courses leading to the bachelor of science degree. Although details have not been completed, it is expected that students entering R.I.T. in the fall of 1953 will be able to continue study toward such a degree if they desire.

The addition of the new program does not mean a change in the Associate in Applied Science program for students wishing two or three years of specialized higher education. The B.S. and A.A.S. programs will have common courses for three years with those students seeking the baccalaureate taking additional courses to meet the B.S. requirements.

Mr. Culver has stated that the additional year of study for printing students will aid them in their technical and general education and in laboratory work. He said there will be extended work in the management phase of printing and an increase in the broad background areas of advanced technical study.

Mr. Culver has revised the Department of Printing program of study for 1953-1954 to meet the changing

demands for graduates qualified in both letterpress and offset areas of printing. There has been a rapidly increasing number of printing establishments which have become combination plants with departments for offset lithography as well as letterpress printing and some have intro-

duced gravure as well, it was stated.

The revised program continues to devote the first year to fundamentals of letterpress printing and offset lithography as basic background. However, it increases introductory work in offset lithography to a level comparable to letterpress printing.

authors point out that the investigation of stiffness will contribute to the study of the microstructure of paper. *Chemical Abstracts* 47, 5, March 10, 1953, Column 2484 Journal of the Japanese Technical Association of the Pulp and Paper Industry is published at No. 2, Mitsubishi Naka-14 Building, Marunouchi, Tokyo, Japan.

***Measurement of the Colour of Printing Inks.** A. Kornerup. *Ingeniren* 60, 40, 1951, pages 665-70; *Print. Pig. Vernis* 28, 5, 1952, page 322; *Rev. curr. Lit. Paint, Col., Varn.*, 25, 149, September-October, 1952, page 538. The results are reported of measurements of the influence of the paper on the color of printing inks. Formulae are given for the prediction of the color of pigment mixtures, tinting strength, hiding power, etc. *Printing Abstracts* 8, 2, February, 1953, page 59. *Ingeniren* is published at Ingeniørhuset, Vester Farimagsgade 29, Copenhagen (V), Denmark.

The Relation of Paper and Moisture. Part I. Relative Humidity Defined. Wm. H. Bureau. *Printing Equipment Engineer* 83, 8, May, 1953, pages 19-20 (2 pages). The author discusses relative humidity and its effects on paper. Paper changes about 1% in moisture content for about 10% change in relative humidity. This causes the fibers in the paper to change size, many times as much percentage-wise in diameter as in length. The sum total of this change is partly absorbed between fibers and partly transmitted to the edges of the sheet. Papers differ in their responsiveness depending on the compactness of their structure. Non-uniformity of moisture content across the sheet results in wavy or tight edges. Therefore, paper should be wrapped to hinder moisture changes or hung to equalize moisture across the sheet. In cold weather, temperature also is important in that cold paper will lower the temperature of the surrounding air, raising its relative humidity.

Ink Transfer to Representative Groups of Paper. Ingemar Olsson and Lennart Pihl. *Svensk Papperstidning* 56, 6, March 31, 1953, pages 197-201; *Grafiska Forskingslaboratoriet* No. 31, January, 1953, 13-21 (9 pages) (in English and Swedish; second reference with English summary which is held in the LTF library). Cellophane, glassine, super calendered paper, and coated art paper were printed on a cylinder press, and the ink transfer to the paper was studied with different printing pressures, speeds, amounts of ink on the form, and viscosities of the ink. For all materials it was found that an increase in pressure and a decrease of printing speed and viscosity of the ink caused a higher ink transfer. No clearly defined interaction between any of the independent variables could be established although it is possible that the experimental setup was not sufficiently sensitive for small variations. The percentage of ink which can be transferred from the form to the paper has a maximum at a certain value for the amount of ink on the form, which is characteristic for each type

Technical

BRIEFS

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Photography, Tone and Color Correction

***Permanent Prints.** J. Graf. *Fotografie* 1950, pages 338, 340, 345-6; 1951, pages 11-12, 15, 18, 41-4, 47, and 49. A novel, pigmented, chromated, fish-glue transfer process is disclosed for making high-quality, permanent photographic prints. *Chemical Abstracts* 47, 3, February 10, 1953, Column 987. *Fotografie* is published at Verlag Wilhelm Knapp, Muhlweg 19, Halle/Salle, Germany.

How to Color Prove From Negatives. *Lithographers Journal* 38, 1, April, 1953, pages 14-15 and 61 (3 pages). A description of the Chromeline process of color proving negatives. The method is similar to that for Blue lines except that the Chromeline coatings are colloidal suspensions of litho ink pigments in a light-sensitive vehicle.

Planographic Printing Processes

***Planograph Printing Plates.** *British Patent* 678,097. Addressograph-Multi-graph Corporation. *Photographic Ab-*

stracts 33, Part I, No. 129, 1953, page 45. Planographic printing plates comprising a roughened "3S" aluminum sheet with an anodic aluminum coating of 2.40-3.50 mg. per square inch roughened surface, are stated to be suitable for use in both direct and photographic printing. The plates are stated to be highly resistant to fingerprints, to have a good image life and not to oxidize during storage. Details of their preparation for application of the coating are given.

Paper and Ink

***A Paper Stiffness Tester and the Effect of Several Papermaking Conditions on the Stiffness of Paper.** J. Nankaku and Y. Yonekawa. *J. Japan. Tech. Assoc. Pulp, Paper Industry* 6, 1952, 398-410. A paper stiffness tester, devised by the authors, is described. It is based on the method of measuring the bending moment of a sheet of paper with the aid of a pendulum, the moment of which was previously calculated. The bonded area of the fibers was found to be an important factor affecting stiffness of paper. The

of paper. The ink transfer to cellophane and glassine paper is considerably smaller than to supercalendered paper. 3 tables and 4 figures. *Bulletin of the Institute of Paper Chemistry* 23, 9, May, 1953, page 661.

***Picking.** J. Blokhuis. *Offset* 7, 25, December 13, 1952, pages 398-401 (in Dutch). The phenomenon of picking, the measurement of picking resistance and some research results are discussed. *Printing Abstracts* 8, 2, February, 1953, page 62. Offset is published at Weteringschans 86, Amsterdam-C. Holland.

***Critical Observations on Printing-Ink Fineness-of-Grind Gauges.** D. Tollenaar. *Verfkronek* 25, 1952, pages 133-4; *British Abstracts B II*, December, 1952, page 1283. An attempt is made to derive a distribution curve by counting the number of particles showing at the various depths along the gauge. It is possible to make observations, however, only at depths <10 , below which individual particles cannot be distinguished, so that the region in which the maximum number of particles of a printing ink would lie cannot be directly studied. *Printing Abstracts* 8, 4, April, 1953, page 163. *Verfkronek* is published at Vereniging van Vernis-en Verf-fabrikanten in Nederland (V.V.V.F.) Keizersgracht 255, Amsterdam-C, Netherlands.

Lithography—General

***Bichromate Glue. I. Combination of Bichromate and Glue.** Haruo Irie and Shinichi Kikuchi. *J. Chem. Soc. Japan, Industrial Chem. Sect.* 54, 1951, 14-16. In order to see the influence of glues upon the photosensitivity of bichromate used in printing, the combination of $\text{Cr}(\text{NO}_3)_3$ and the gelatin subjected to various degrees of autoclaving was studied. The amount of Cr combination is large in the glue of greater photosensitivity or of smaller degree of decomposition. It is suggested that the combination takes place at $-\text{CO}-$ and $-\text{NH}-$ in the polypeptide chain of gelatin. *Chemical Abstracts* 47, 4, February 25, 1953, Column 1515. J. Chemical Society of Japan is published by the Society at No. 5 1-Chome, Surugadai Kanda, Chiyoda-ku, Tokyo, Japan.

***Printing-Plate Resists of Cinnamic Acid Esters of Polyvinyl Alcohol and Cellulose.** U. S. Patent 2,610,120. L. M. Minsk, W. P. Van Deusen and E. M. Robertson. *Chemical Abstracts* 47, 3, February 10, 1953, Column 992. Cinnamic acid esters of polyvinyl alcohol and cellulose, sensitized with nitro aryl compounds, form light-sensitive resin coatings suitable for printing-plate resists. A polyvinyl cinnamate resin, containing 84.6% by weight vinyl cinnamate, is prepared from 11 g. polyvinyl alcohol and 50 g. commercial grade cinnamoyl chloride in a yield of 31.5 g. Cellulose cinnamate may be similarly prepared. A typical resist lacquer contains 2.5 g. polyvinyl cinnamate, 25 cc. chlorobenzene, 75 cc. toluene, 0.25 g. of a nitro aryl compound. The nitro compound consists of a benzene or naphthalene nucleus with 1-3 nitro groups, no carboxyl or sulfonic acid groups, and

no free amino or hydroxyl groups ortho to a nitro group. Mononitro compounds must also not have a formyl group ortho to the nitro group. There is no tendency for the cinnamate resist to dissolve during development, and coatings may be applied prior to use without being affected by non-ideal temperature and humidity conditions during storage. Etched zinc or copper halftones, grained zinc or aluminum plates, ungrained copper plates, zincated and bimetallic lithographic plates, as well as plates with a cellulose ester support may be employed with the cinnamic acid ester coatings.

***Photolithographic Plates Containing Acrylic Acid Amide Polymer Layers.** British Patent 676,665. Kalle and Company. *Photographic Abstracts* 33, Part 1, No. 129, 1953, page 44. Polymers and copolymers of acrylic acid amide, or its derivatives in which one or both the hydrogen atoms of the $-\text{NH}_2$ group may be substituted by an alkyl group, are claimed as colloid layers for the production of lithographic printing plates of uniform quality. The colloids may be sensitized by bichromates, diazo compounds or azido compounds, and in the last case metal printing plates which may be stored for long periods can be produced.

***The Graining of Zinc Plates.** Dutch Printing Standards Committee on Offset 6, 21, 1951, pages 381-3; *Z.D.A. Abstracts* 11, 2, 1953, page 18. The mechanical and chemical cleaning of used zinc plates is discussed and the graining process is analyzed and described with a view to obtaining standardized results. *Printing Abstracts* 8, 4, April, 1953, page 182.

***Views on the Mechanism of Pitting Corrosion of Aluminum.** P. M. Aziz. *Corrosion* 9, March, 1953, pages 85-90. Thermodynamic calculations were carried out to determine possible corrosion reactions of aluminum in neutral and near neutral aqueous solutions. Quantitative electrochemical factors determining corrosion rate are discussed. Qualitative mechanism for initiation and propagation of a corrosion pit in aluminum is discussed. *Battelle Technical Review* 2, 6, June, 1953, page 256a. Corrosion is published by National Association of Corrosion Engineers, 919 Milam Building, Houston 2, Texas.

***The Negative Disperse Hysteresis of Wetting and Its Importance for Elucidation of the Physicochemical Nature of the Processes of Metal-lithography.** I. R. Klyachko. *Kolloid Zhur.* 9, 1947, pages 261-8. $\cos \Theta$ (Θ is contact angle) of H_2O on smooth zinc was 0.03, on grained zinc 0.37, on zinc treated with $\text{KAl}(\text{SO}_4)_2$ and HNO_3 0.02 and 0.35 (for smooth and grained surfaces, respectively), on zinc treated with stearic acid in C_6H_6 0.26 and -0.47 for the two surfaces, and on zinc pickled with various acid solutions (all containing phosphates) 0.08 to 0.37 and 0.53 to 1.0 for the two surfaces. Thus, graining improves wettability, coating with NaZnPO_4 improves it even more, but sensitization does not affect Θ . *Chemical Abstracts* 47, 3, February 10, 1953, Column 1405. *Kolloid. Zhurnal* is

published at Izdatel'stvo Akademii Nauk S.S.S.R., Moscow, U.S.S.R.

Graphic Arts—General

A New Printing Method. W. Richards. *Tin Printer and Box Maker* 29, 338, March, 1953, pages 6 and 8 (2 pages). A brief review of Ferromagnetography and its possible application to the printing of tinplate. Also discussed are surface scratches, dents, slurs, and glances produced in the handling of tinplate.

Aniline or Rotogravure Processes?

Frank E. Broughton. *Share Your Knowledge Review* 34, 5, February, 1953, pages 16-18 (3 pages); reprint from *American Pressman*, November, 1952. Advantages and disadvantages of the two processes are discussed. Rotogravure drawbacks: 1. cost of cylinders, 2. inflexibility of printed size, 3. ease of damaging cylinder, 4. fire danger from solvents, and 5. higher equipment cost. Aniline drawbacks: 1. higher ink cost, 2. more restricted selection of inks, 3. chances for slippage between plates, 4. greater makeready time, 5. shorter plate life, 6. only coarse screen suitable, 7. poorer ink control, and 8. poor light fastness of inks.

***Method of Making Metal Screen Stencils.** U. S. Patent 2,569,752. H. B. Fowler. *Photographic Abstracts* 33, Part 1, No. 129, 1953, page 47. A method of making metal screen stencils is described, in which a design is photographed in a resist on one surface of the screen and a multiplicity of small dots is photographed in a resist on the other surface of the screen. The screen is then etched, giving an image on one side and a pattern of apertures on the other extending into the image.

***Use of a Screen Exposure to Obtain a Continuous Tone Electrophotographic Image.** U. S. Patent 2,598,732. L. E. Walkup. *Photographic Abstracts* 33, Part 1, No. 129, 1953, page 48. Improved continuous tone rendition and improved black areas are obtained by exposing an electrophotographic plate to a screen pattern of alternate black and transparent areas either before or after the continuous tone exposure. Fine screens of 100 to 400 lines to an inch give the appearance of a continuous tone image without the contrasty appearance obtained when the screen exposure is not given. The screen pattern may be exposed to the plate in the exposure box or in the camera, in the latter case a black and white screen being used.

***Method of Producing an Electrophotographic Plate.** British Patent 68,704. Battelle Development Corporation. *Printing Abstracts* 8, 4, April, 1953, page 181. Selenium is heated to between 240 and 400° C. so that it can be sprayed and deposited without producing a continuous film of adjacent hexagonal crystals. An inert gas is heated to about the same temperature and a base plate is heated to a temperature not above the melting point of the selenium, the base plate having an electrical resistance less than that of the selenium when deposited. The selenium is

sprayed as fine molten particles by means of the gas under pressure onto the base plate.

***Photomechanical Printing Surfaces.** *British Patent 664,353.* L. Wild and J. Smith. *Photographic Abstracts* 33, Part 1, No. 129, 1953, page 44. The preparation of a photomechanical printing surface is described in which the plate is contoured in variation with the printing density of the subject. The plate, of copper or zinc, is coated with a bichromated gelatin coating and covered with a diffused negative through which it is exposed and the plate developed and etched, the deepest tones of the subject being recorded. A coating of bichromated fish glue is next applied to a copper plate, albumin being used for a zinc plate, the plate covered with a halftone or line negative of the subject, and exposed, developed and etched as before. The halftone or line negative is taken using a dummy plain glass screen, the diffused negative using a crossline screen at a greater distance from the negative than in the previous case. The method may be applied to color printing plates, a diffused and a halftone or line color separation negative being obtained for each block.★★

Group Studies Maintenance

At a meeting in Cleveland, July 1, a special committee of the Research and Engineering Council, under the chairmanship of William H. Hahn, plant engineer of the McCall Corporation, met to discuss problems in the graphic arts associated with maintenance. Information relating to substantial case histories has been collected by the committee, which it says proves that the establishment of an adequate maintenance program for the graphic arts will result in considerable savings and improvement in quality.

It was decided to establish three subcommittees, one to deal with maintenance in relation to management including top management and supervisory personnel, under the chairmanship of Robert C. Neff, president, Gebhart Folding Box Co., Dayton; another to deal with maintenance as it relates to the personnel who operate equipment, under the chairmanship of Walter Reed, vice-president, Dexter Folder Co., New York, and the third committee relating to manufacturers and suppliers of equipment under the chairmanship of Leo S. Palmer, plant engineer, Plimpton Press, Norwood, Mass.

These three committees will formulate recommended programs, deal

with the problems at their respective levels, and will report back at the next meeting of the special committee which will be held in Cincinnati on October 3, immediately after the Research and Engineering Council's second makeready conference.

LTF Plans Winter Meeting

The Lithographic Technical Foundation has announced that its annual members' board, research and educational committee meetings will be held in Chicago next February in one three-day period. This was decided upon by the LTF executive committee last month.

Last year, for the first time, LTF's research committee meeting was held for three days in Chicago, and members were invited to send key men to witness closed circuit televised demonstrations and reports of work and progress. The industry-wide committee remained for a full day business session to comment on results and advise on the program for 1953.

Next year being LTF's 30th anniversary, it is likely another meeting such as was held in December 1952 can be arranged, LTF said. However, members attending the annual members' business meeting, when new directors are elected, annual financial and committee reports received, may attend and hear the reports on work and progress presented by the staff at the annual business session of the research committee.

New LTF Text on Physics

The manuscript for a new Special Subjects Text (Bulletin #402), "The Science of Physics in Lithography", has just been completed by the Lithographic Technical Foundation, for publication this fall. It is a companion volume to "Chemistry for Lithographers"—Bulletins 403 and 404. Like these publications, "The Science of Physics" does not tell how to do things. These books are devoted to the "whys" of the process.

In addition to eighteen informative chapters, are an introduction, a conclusion, and appendices. The manuscript has been illustrated with about 100 sketches, photographs, and

tables. Some of the chapter titles are: Electricity, Magnetism, Machines, Force and Pressure in Liquids, The Atmosphere, Specific Gravity, Heat, Work, Reflection, Refraction, Optics.

Special Subjects Text #402, "The Science of Physics in Lithography", will be available for distribution in September.

New Plastic Sheet Offered

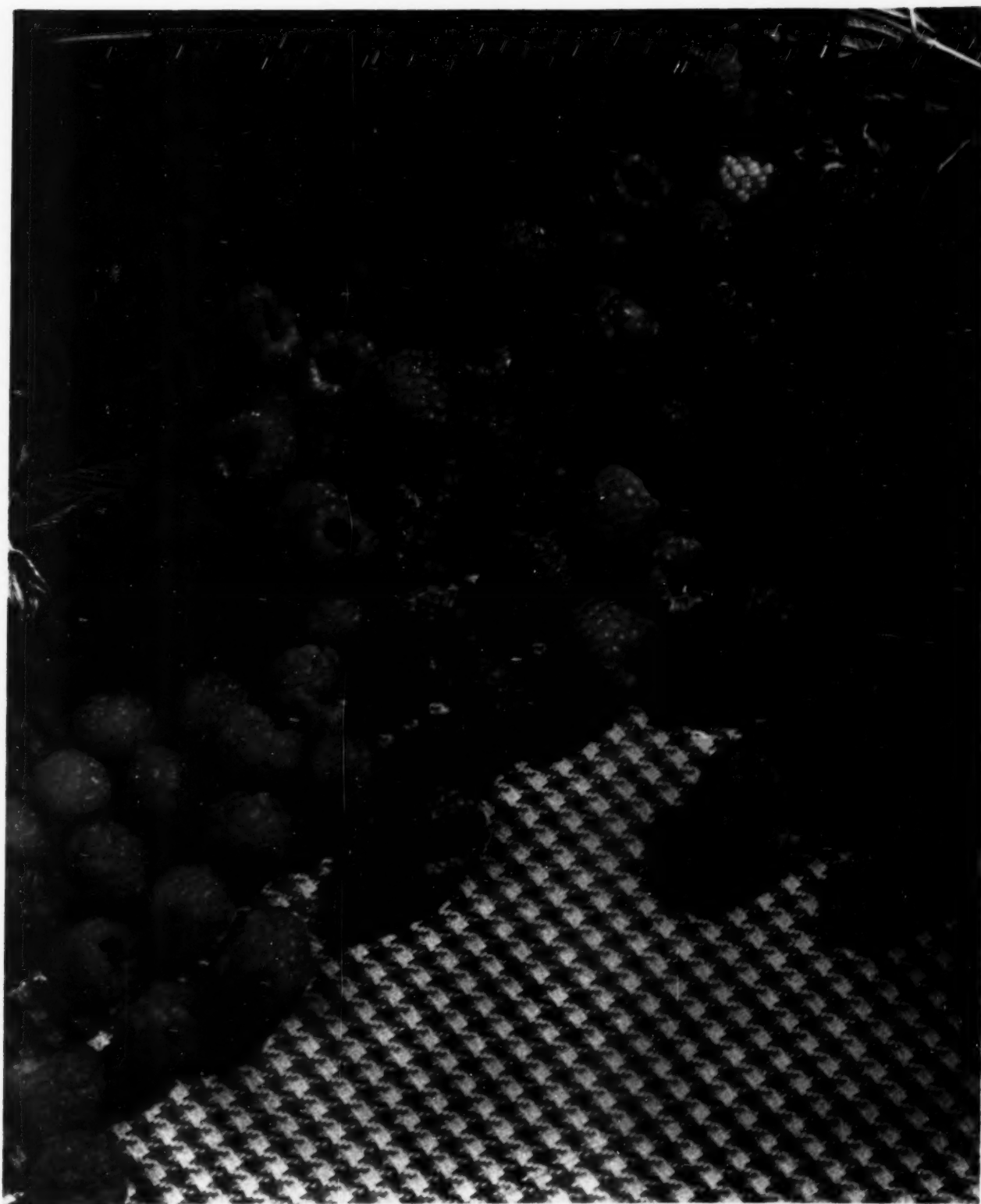
A new kind of plastic sheet material, said to be suitable for offset printing, and many other home and industrial uses, was introduced July 28 by the Campco Div., Chicago Molded Plastics Corp., at the Plaza Hotel, New York. The sheet is made by forcing a plastic "alloy", made of polystyrene and rubber, through a heated die. Sheet of any length can be made, with widths ranging from 26 to 58 inches, and thicknesses ranging from .005 to .125 inches. Color possibilities are unlimited, the company says, and the surface can be either highly glossy or matte.

The lightweight but strong sheet can be formed into complex shapes in relatively simple machines at high rates of speed by vacuum molding with inexpensive wood or plaster molds. This, together with the comparatively low cost of the sheet material, offers possibilities in the display, advertising, and graphic arts fields. Special inks are needed as in the case of printing on other plastic materials. Other uses may be for newspaper mats and printing plates.

The Chicago Molded Plastics Corp., 2717 N. Normandy Ave., Chicago 35, now has a plant equipped for producing 500,000 pounds of the sheet per month.

LTF Finances Strong

The executive committee of the Lithographic Technical Foundation met July 21, and heard a favorable report on the budget and financial position. Overall operations were reported more than \$20,000 inside budget, with income for the year so far also well ahead of expenses. Half of the anticipated income comes in during the last 90 days of the calendar year.



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Printing Solids

print hairy in solid areas.

If you can possibly make some suggestions that will help us to remedy this condition it will be greatly appreciated.

THE problem you refer to could be due to one of the following factors:

1. An excess of ink on the plate will cause the damper molleton to mottle the image.
2. Excess tack in the ink.
3. A damper that is set too lightly to the driving roller, which in this case would be the brass vibrating roller, will cause mottle or a hairy print.

er in ink.
pression between the
blanket is still another
cause of this trouble.

or the first cause would
in the ink tinctorially
ner film can be run.
correct cause number
ald be to cut some of
ink, one must be cer-
number three (damper
set too lightly) has been eliminated.
If for example, the plate were driving
the damper instead of its being driven
by the brass roller, cutting the tack
in the ink would not help.

Needless to say, the way to avoid
using excess drier is a matter of care-
fully weighing and mixing it thor-
oughly into the ink.

To correct a weak impression be-
tween the plate and blanket, care
should be taken to build up only
the necessary area. Adding pressure
to the entire surface will not help if
there are swollen areas from previous
images.

Summing up the problem, may I

say that the key to the solution seems
to be in the transfer of ink from
plate to paper and this brings to mind
a possible reason for an increase of
this trouble in recent years. I am re-
ferring to the development of offset
blankets and their ability to resist
swelling and absorption of oils and
vehicles. Isn't it possible that the
rubber may not have the necessary
affinity for ink to transfer properly
from the plate? Also, could it be that
because of this there is a heavier film
of ink on the plate image than neces-
sary?

I recognize the fact that there have
been tremendous improvements in
rubber blankets, especially those used
for quick-setting inks, but there is
also a demand for conventional inks
and the blanket should have sufficient
tack to transfer them properly.

In conclusion, may I suggest that the
next time you have this problem you
try a conventional rubber blanket or
one that has an affinity for ink. You
will find that it will print smooth
with much less squeeze or pressure
than synthetic or hard blankets.★★

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Warren's LUSTERKOTE COVER provides a mirror-like glossy surface that contributes brilliance to the highlights and colors in lithographic reproduction. Now available with the lustrous finish on both sides of the paper.

Warren's OFFSET ENAMEL is a double coated paper for the printing of pictures by offset lithography. Double coating improves printability and uniformity, resulting in a higher potential of lithographic reproduction. Offset Enamel is available in glossy finish, Saxony finish, and dull finish. Also available coated one side only.

Warren's OVERPRINT LABEL is double coated on one side and is

eminently suitable for labels produced by offset lithography or by letterpress. This paper is pre-conditioned by an exclusive process.

Warren's SILKOTE OFFSET has the appearance of a wove offset but has a unique pigmented surface that gives more brilliant reproduction. It also offers a high degree of dimensional stability. Silkote Offset is available in Wove and Saxony finish.

Warren's FOTOLITH ENAMEL is a new quality of machine coated two side paper for the reproduction of halftones by offset lithography.

Warren's SEBAGO LABEL C1S is a new quality of machine coated label paper for offset lithography or letterpress.

Write for free booklet—"How Will It Print by Offset"

S. D. WARREN COMPANY • BOSTON 1, MASS.

[BETTER PAPER



[BETTER PRINTING]

Printing Papers

LITHO PRODUCTION

Clinic

by Theodore F. Makarius

Flaws in Printing Solids

AFTER reading your article in *Modern Lithography* I feel you can help solve our problem. In recent years we have been more and more aware of a condition on our offset press which heretofore occurred only when it was necessary to use new dampers to print a solid. I am referring to a hairiness which appears on a solid and looks as though it may have been caused by poor molleton. This becomes especially bad when running on coated paper.

There was a time when new dampers could be broken in, so to speak, in a day of running and thereafter any solid could be run without trouble. I find that dampers that have been used for several days still print hairy in solid areas.

If you can possibly make some suggestions that will help us to remedy this condition it will be greatly appreciated.

THE problem you refer to could be due to one of the following factors:

1. An excess of ink on the plate will cause the damper molleton to mottle the image.
2. Excess tack in the ink.
3. A damper that is set too lightly to the driving roller, which in this case would be the brass vibrating roller, will cause mottle or a hairy print.

4. Excess drier in ink.

5. Weak impression between the plate and blanket is still another possible cause of this trouble.

The remedy for the first cause would be to strengthen the ink tinctorially so that a thinner film can be run. However, to correct cause number two, which would be to cut some of the tack in the ink, one must be certain that cause number three (damper set too lightly) has been eliminated. If for example, the plate were driving the damper instead of its being driven by the brass roller, cutting the tack in the ink would not help.

Needless to say, the way to avoid using excess drier is a matter of carefully weighing and mixing it thoroughly into the ink.

To correct a weak impression between the plate and blanket, care should be taken to build up only the necessary area. Adding pressure to the entire surface will not help if there are swollen areas from previous images.

Summing up the problem, may I

say that the key to the solution seems to be in the transfer of ink from plate to paper and this brings to mind a possible reason for an increase of this trouble in recent years. I am referring to the development of offset blankets and their ability to resist swelling and absorption of oils and vehicles. Isn't it possible that the rubber may not have the necessary affinity for ink to transfer properly from the plate? Also, could it be that because of this there is a heavier film of ink on the plate image than necessary?

I recognize the fact that there have been tremendous improvements in rubber blankets, especially those used for quick-setting inks, but there is also a demand for conventional inks and the blanket should have sufficient tack to transfer them properly.

In conclusion, may I suggest that the next time you have this problem you try a conventional rubber blanket or one that has an affinity for ink. You will find that it will print smooth with much less squeeze or pressure than synthetic or hard blankets.★★

The 100 s.p.m. Line



A complete line of equipment for speeds up to 100 sheets per minute is now a reality.

This Metal Decorating Line consists of—Automatic Feeder, Roller Coater, Conveyor Oven, Automatic Stripper and Piler with all synchronizing and connecting drives.

It is designed throughout for highest efficiency and every detail from start to finish has been developed for more production and lower costs.

Lithographing Departments and Metal Decorators can obtain recommended layouts or suggested floor plans without obligation. When writing, kindly give complete details.

When thinking of Progress — think of Wagner!

WAGNER LITHO MACHINERY

Metal Decorating Machinery

Harborside Terminal, Unit 3, 34 Exchange Place, Jersey City, N. J.



Division

Metal Decorating

Decorated Metal Trays Star as Premiums

AMERICAN CAN COMPANY is well known, of course, as probably the largest in the container field, accounting for more than 5 billion such labels a year.

But apart from that, the firm does a huge metal lithography business in trays and coasters which are used as premiums for tie-in sales and product promotion.

The company has designed a "gal-

lery of masterpieces" line of trays for use as premiums by (1) big jobbers, (2) as partial or wholly self-liquidating premiums by national advertisers and (3) as "converters" for firms which use trays and coasters with other items such as buffet tables and hostess sets.

In addition to lithography operations in more than half of its 60 plants in the U. S., Canada and Ha-

waii, the enameling and decorating division maintains—in each of the company's four divisions—an art department to create designs, and an engraving and plate department to produce the lithographic printing plates. These departments are located in New York, Chicago, San Francisco and Montreal.

Although the designs for some of the labels and trays lithographed by



*The brand you can
depend on!*



Better Halftone Contrasts
Better Reproduction
Less Replacement Cost
Less Spoilage
Lower Operating Costs
Smoother Tints



RAPID ROLLER CO.

FEDERAL AT 26TH

CHICAGO 16, ILL.

**MERCURY
ROLLERS AND
BLANKETS**





Left: Plate inspector checks plates for register and other factors before they are shipped to plant where actual presswork and fabricating of trays will be done. Right: Trays are printed four

up, slit into four tray blanks and fabricated into trays widely used as sales premiums.

the can company are provided by customers, most of them are developed from scratch by the enameling and decorating division's art departments. In either case, company and customer work in close cooperation to create designs that are attractive, have sales appeal, and fit the manufacturing requirements of the lithographing process. When the customer has finally approved a design, it goes into production.

In many cases the inks are applied over a base coating rather than on the bare metal surface. The pigmented base coating may provide one of the colors of the design, and it gives mar resistance and increases the corrosion-resistance of the finished container or tray. This coating is usually applied by means of a standard roller coating machine and the sheets are baked in conventional ovens.

The required colors either can be applied singly with a one-color press, or, if conditions permit, can be applied with two, three, or four-color tandem units. In all cases, after application of the ink, the printed sheets of tin plate are baked for approximately 10 minutes at temperatures ranging from 275 to 400 degrees, F., in tunnel-type ovens. The presses operate at an average speed of about 75 sheets per minute.

Although the average designs contain about four colors, the company has printed highly colored scenes requiring as many as 22 separate runs through the presses. More than 400 different colored inks are kept in stock by the company. After printing the design, it is customary to apply a protective varnish coating. This helps prevent marring and soiling of the design during fabrication, and also provides a glossy, more attractive appearance.

American Can Company's newest controls and methods are utilized in tray manufacture. Since lithography was fairly well-established when Canco set up the first research laboratory in the can manufacturing industry, the principal contributions of the firm's research division in the last 40 years have concerned improvement of lithographic material. Through cooperative work with the enameling and decorating division and suppliers of materials, the materials have not only been improved, but the coatings, inks and varnishes have been formulated to withstand the specific conditions to which the finished products are exposed.

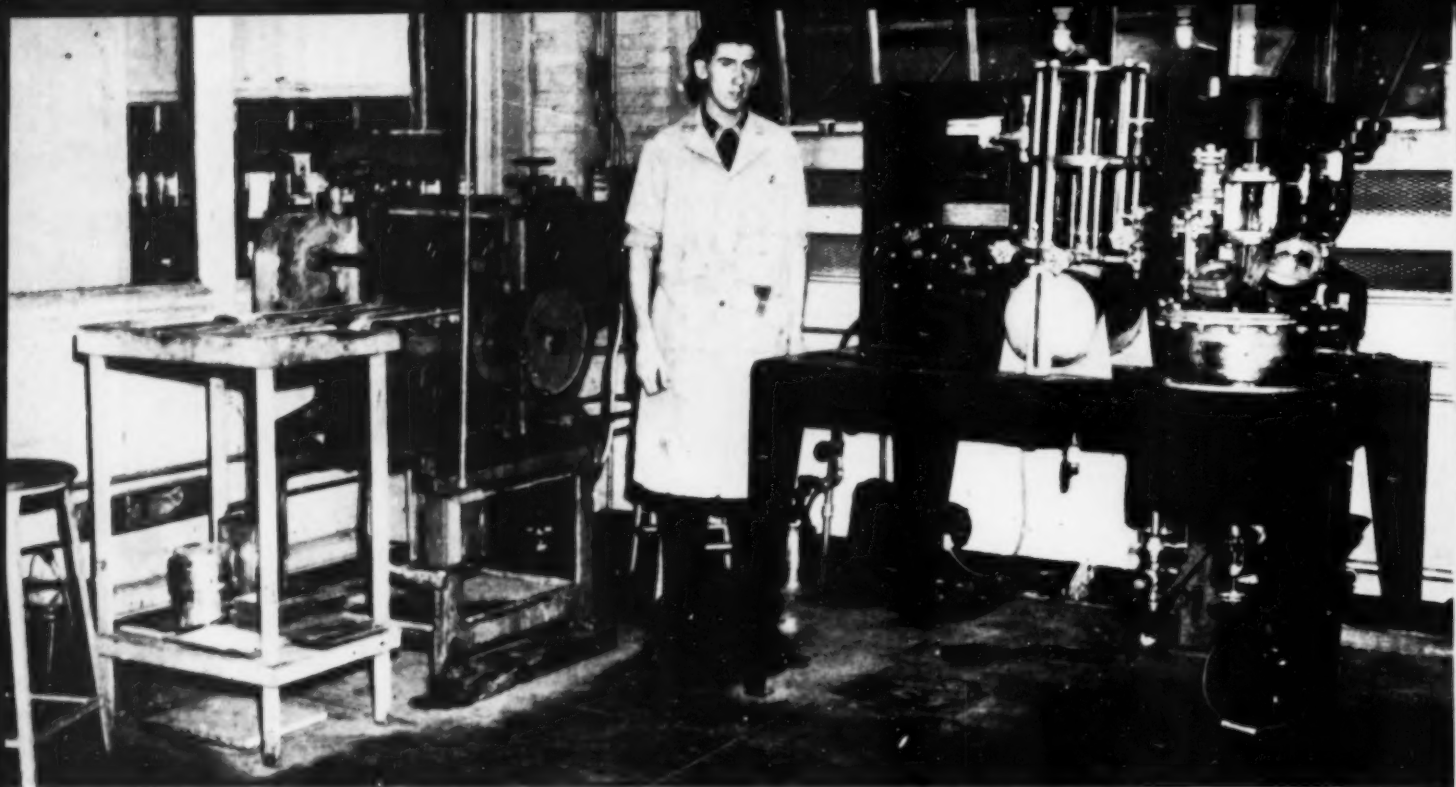
Improvement of finishing varnishes has been another subject of considerable study by the firm's research division. The finishing varnish serves as a final sealing coat

to protect all the underlying colors. In cooperation with suppliers, varnishes have been formulated which are most resistant to blistering during processing; which are less thermoplastic, so that cans or trays do not stick together when they rest against one another during processing nor mar each other if they happen to move; and which prevent the fading of colors.

The accompanying series of photos shows several steps in the litho operation at American Can Company's enameling and decorating division and the firm's tray making facilities at its Proviso plant, Maywood, Ill., near Chicago. ★★

Heads Inland Steel Container

L. B. Hunter has been named president of Inland Steel Container Co., Chicago, a division of Inland Steel Co. Joining the division in 1937, he served as fleet manager and raw materials manager before becoming manager of industrial relations in 1950. From this post he was transferred to head the Container division's operations in Chicago and various branch plants. He succeeds Wm. G. Caples, who has been president of the Container company since 1950 and who was last month elected a vice president of the parent firm.



Kienle's complete research facilities
guarantee that Kienle inks will meet
modern day press requirements.

are your **INKS** up-to-date?

Kienle Inks are *Up-to-Date Inks*, formulated, tested and manufactured under the most rigid laboratory controls to meet the current demands. They assure high tinctorial strength, faster setting and drying, long mileage, increased brilliance, and better tonal range.

For 50 years Kienle has maintained a reputation for the most advanced inks for lithography.



K IENLE INK

K IENLE AND COMPANY

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NMDA Convention Plans

Plans for the annual convention of the National Assn. of Metal Decorators were being advanced last month, and a partial program was announced. The event is planned for October 12, 13 and 14 at the Sheraton Hotel, Chicago. The program will include talks, discussions, business meetings, plant visits, and social functions. The annual banquet will be held on the final evening of the three days.

Suppliers' representatives will be invited to attend sessions and talks, and the social events. Plant visits and business meetings will be restricted to members of the association.

The association has reserved several rooms and suites in the hotel, and these are being handled by Robert L. Singley, NMDA secretary, 1840 North Major Ave., Chicago 39, Ill. Registration fees are \$25 each for members, and \$35 for suppliers.

Form Consulting Firm

Decorating Process, Inc. has opened offices at Regester and Aliceanna Sts., Baltimore 31, Md., as a consulting firm on the use of cold color decorating processes for bottles, cans and drums.

"The advanced methods developed and employed by Decorating Process, Inc.," said George Fuld, president, "are geared to help solve many of the small as well as large quantity run labeling problems that now exist."

Projects now underway include the use of cold color in the chemical specialty field; decorating drums for foreign shipment and small-run custom application for private brands as in-plant operation keyed to production lines. Quantities as low as 50 five-gallon drums and 144 quart bottles can be economically run under the D.P.I. system, he claimed.

"Though the cold color process as such is not new," continued Mr. Fuld, "it's modern application, advanced techniques and full possibilities have not been fully explored by industry. It has the advantages of low cost equipment investment and maintenance and the labor factor is no prob-

lem. No skilled technicians are needed and plant labor can be trained in a short time to efficiently produce cold color decorated containers."

No details of the process were given in the announcement.

Dressel Heads Hoe Co.



Election of Arthur Dressel as chief executive officer of R. Hoe & Co., New York printing and offset press manufacturers, was announced late in July following a meeting of the board of directors. Mr. Dressel succeeds Joseph L. Auer. Previously Mr. Dressel had been executive vice-president and general sales manager.

He joined the Hoe organization in 1925 and directed field installations. Later he became engineering correspondent, and in 1934 took charge of the sales service and contract division. He was appointed assistant general sales manager in 1939, and became a vice-president in 1942. He was elected executive vice-president in 1947.

The Hoe company's general offices are in the Bronx, New York City, and its manufacturing plants are in the Bronx and in Dunellen, N. J.

Continental Appoints Dietrich

Robert I. Dietrich has been appointed assistant to the sales manager of general line cans in Continental Can Company's central metal division, according to Wilson B. Larkin, division manager of sales.

Before joining Continental, Mr. Dietrich was district sales manager for the midwest area of Jones & Laughlin Steel Corporation's steel pail division.

Natl. Can Buys Sohio Plant

National Can Corporation recently announced its purchase of the complete can manufacturing facilities of the Standard Oil Company of Ohio,

which comprises can manufacturing and lithographing equipment.

Robert S. Solinsky, president of National Can, stated that the can manufacturing equipment now operated at one of the Sohio plants in Cleveland will be used in the new Cleveland plant of National Can and will supply the can requirements of the Standard Oil Company and its customers. Transfer of the equipment will take several months, according to Mr. Solinsky, during which time Standard Oil will continue to operate these facilities. Other operations of Sohio will not be affected.

National Can already has a plant in Hamilton, Ohio, and a subsidiary, the Warren Metal Decorating Co. at Warren, Ohio, as well as plants in New York, Baltimore, and Chicago.

Amer. Can 1/2-Year Net Up

On record sales and rentals of \$278,719,378, the American Can Company showed net earnings of \$12,421,109, after providing \$15,491,494 for taxes, in the six months ended on June 30, according to the report of William C. Stolk, president, issued recently. Net for the 1952 period was \$10,315,428 after \$11,175,047 for taxes.

The 1953 income is equivalent to \$1.01 each on 10,885,591 common shares outstanding, and compares with 82 cents a share in the 1952 half. Sales and rentals gained 13.9 per cent over the \$244,703,188 volume a year ago.

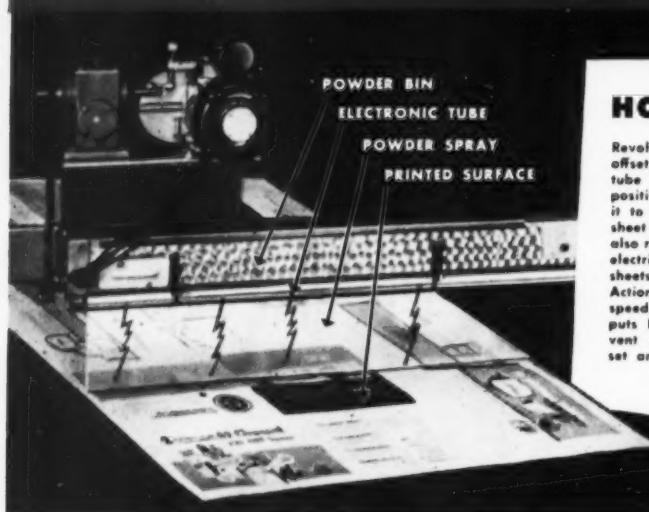
Crown Cork Buys Detroit Div.

Crown Cork & Seal Co. of Michigan, a subsidiary of Crown Cork & Seal Co., Inc., has announced the purchase of machinery and equipment of the Crown Division of Mitchell & Smith in Detroit, effective August 24. The new owner will continue to manufacture crowns in Detroit, according to the announcement, which was made by John J. Nagle, chairman and president of the parent Baltimore concern.

OXY-DRY

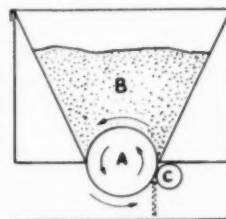
**THE MOST EFFICIENT
OFFSET PREVENTION METHOD**

**INCREASES IMPRESSIONS PER HOUR
FROM ALL PRESSES—ALL PROCESSES**



HOW OXY-DRY OPERATES

Revolving shaft A distributes anti-offset powder B past electronic tube C which gives 10,000 volt positive charge to powder causing it to bond instantly across entire sheet as it is delivered. This action also reduces negative charge (static electricity) in paper which frees sheets from sticking and jamming. Action of ozone emitted from tube speeds oxidation of ink, powder puts legs between sheets to prevent offset and permits inks to set and dry thoroughly.



gives you

- Uniform, full, free flowing loads for sharply increased hourly impressions
- Equipment that sprays the sheet only with dry efficient powder
- A smooth, clean spray and waste-free operation that increases your profits by producing more deliverable sheets

gets rid of

- Uneven loads from spotty build-up of sticky spray or powder clots
- Scatter-shot spraying that coats the whole pressroom
- Messy, dirt-catching spray films and powder clots that waste paper, press time and press maintenance

NEW

OXY-DRY rollers are now furnished with positive powder control etched surface. Eliminates "down-time" for costly labor time sanding, permits operation of sprayer for far longer time without service of any kind except to refill with OXY-DRY powder...one of a parade of improvements you can expect only from OXY-DRY research and development.

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CORPORATION**

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News

ABOUT THE TRADE

NAPL Plans Trade's Annual Show

PLANs for the annual convention and exhibit of equipment and supplies have been announced by Walter E. Soderstrom, executive vice president of the National Assn. of Photo-Lithographers. The four-day event will be held October 28-31 in the Sheraton Hotel, Chicago.

The program will cover the management, production and sales aspects of lithography, and as in past conventions, most of the talks and panel discussions will be by men drawn directly from offset lithographing firms.

Among speakers and topics announced are included: A. J. Fay, Western Printing & Lithographing Co., who is president of the NAPL. His subject will be "How to Secure Lithographic Sales." U. S. Public Printer Raymond Blattenberger will discuss the "Public Printer and the Lithographic Industry." Mr. Soderstrom will speak on "Today's Cost of Operating Lithographic Equipment"; and Paul W. Dorst, Cincinnati, lithographic consultant and contributor to *Modern Lithography*, will discuss "Higher Quality on Lower Costs."

The entire session on Saturday, the final day, will be devoted to a technical discussion.

The annual banquet will be held on Saturday evening.

Exhibits are to include numerous equipment and supply firms offering machinery, supplies and services. Companies which will exhibit were listed in July by NAPL as follows:

AnSCO, Division of General Aniline & Film Corp.; Russell Ernest Baum, Inc.; Bourges, Inc.; Bridgeport Engravers Supply Co., Inc.; Consolidated Photo Engravers & Lithographers Equipment Co.; Ralph C. Coxhead Corp.; Chemco Photo Products; Craftsman Line-Up Table Corp.; Davidson Corporation; E. I. duPont de Nemours & Co., Inc.; Eastman Kodak Company; Electronic Mechanical Products Co.; Fuchs & Lang Mfg. Co.; Division Sun Chemical Corp.

William Gegenheimer Company; Jos. Gelb Company; The General Electric Co.; The Gevaert Company of America, Inc.; Godfrey Roller Company; M. Grumbacher, Inc.; Harris-Seybold Company; Philip A. Hunt Company; Interchemical Corporation, Printing Ink Division; C. Walker Jones Co.; Kimberly-Clark Corporation; Lanston Monotype Machine Company; E. P. Lawson Co., Inc.; Litho Chemical & Supply Co., Inc.; Macbeth Arc Lamp Co.; Minnesota Mining & Manufacturing Com-

Eastern Firms Expand

Miehle Printing Press & Mfg. Co., Chicago, last month announced several offset press installations in the East. They include McCandlish Litho Corp., Philadelphia (#61, single-color); Security Banknote Co., Philadelphia (#41 single-color); and Universal Lithographers, Inc., Baltimore (#29).

pany; Mueller Color Plate Company; NuArc Company.

Harold M. Pitman Co.; Polychrome Corporation; Roberts & Porter, Inc.; Robertson Photo-mechanix, Inc.; Harry H. Rogers Co., Inc.; Rutherford Machinery Co., Division Sun Chemical Corp.; Sinclair & Valentine Co.; The Strong Electric Corp.; Unitronics, Inc.; National Steel & Copper Plate Co.

Ford Plant Liquidated

Joseph Wertheimer, president of Turner Printing Machinery, Inc., has announced the purchase of the private printing plant of the Ford Motor Company, Detroit, which will be liquidated at once.

Equipment at the Ford Motor Printing Plant includes both offset, letterpress, casting, and bindery equipment, which Turner says averages between one and three years in age.

Equipment can be seen by arrangement through the Detroit office of Turner Printing Machinery, Inc., 500 West Congress, Detroit 26, Michigan, and is offered for immediate delivery.

Other Turner liquidations have included those of Republic Press, Pittsburgh; the Kaiser-Frazer Corp., Willow Run, Mich.; the Caslon Press, Toledo; Pri-Ad Corp., Jamestown, New York; Welch-Iowa, Des Moines; Procter & Gamble, Cincinnati; and Burroughs Adding Machine, Plymouth, Mich.

While the machinery can be inspected through the Detroit Office, information on the equipment at the Ford Motor Company printing plant can be obtained from the Turner offices in Cleveland, and Chicago.

Chicago Calling - - -

The firms listed below who sell the lithographic industry have reserved exhibit space for the

21st ANNUAL CONVENTION of the NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

OCT. 28-31, 1953

Hotel Sheraton

Chicago, Ill.

AnSCO, Division of General Aniline & Film Corp.
Russell Ernest Baum, Inc.
Bourges, Inc.
Bridgeport Engravers Supply Company, Inc.
Consolidated Photo Engravers & Lithographers Equipment Co.
Ralph C. Coxhead Corp.
Chemco Photo Products
Craftsman Line-Up Table Corp.
Davidson Corporation
E. I. duPont de Nemours & Company, Inc.
Eastman Kodak Company
Electronic Mechanical Products Co.
Fuchs & Lang Mfg. Co., Division Sun Chemical Corp.
William Gegenheimer Company
Jos. Gelb Company
The General Electric Co.
The Gevaert Company of America, Inc.
Godfrey Roller Company
M. Grumbacher, Inc.
Harris-Seybold Company
Philip A. Hunt Company
Interchemical Corporation, Printing Ink Division
C. Walker Jones Co.
Kimberly-Clark Corporation
Lanston Monotype Machine Company
E. P. Lawson Co., Inc.
Litho Chemical & Supply Co., Inc.
Macbeth Arc Lamp Co.
Minnesota Mining & Manufacturing Company
Mueller Color Plate Company
National Steel & Copper Plate Co.
nuArc Company
Harold M. Pitman Co.
Polychrome Corporation
Roberts & Porter, Inc.
Robertson Photo-mechanix, Inc.
Harry H. Rogers Co., Inc.
Rutherford Machinery Co., Division Sun Chemical Corp.
Sinclair & Valentine Co.
The Strong Electric Corp.
Unitronics, Inc.

NATIONAL ASSN OF PHOTO-LITHOGRAPHERS

317 WEST 45th STREET NEW YORK 36, N. Y.

Brown & Bigelow Buys Western of L. A.

CHARLES A. WARD, president and general sales manager of Brown & Bigelow, St. Paul advertising specialties firm, on July 13 announced the purchase of Western Lithograph Company of Los Angeles, one of the largest and best-known graphic arts firms on the West Coast.

Western Litho, a privately held company, was bought after negotiations with principal stockholders headed by John L. Davidson, president, son of M. L. Davidson who founded the firm in 1906. Final details were worked out in Los Angeles and St. Paul by Mr. Ward and other officers of Brown & Bigelow and Western Lithograph.

The acquisition was approved by Brown & Bigelow's board of directors at a recent meeting. Purchase price was not disclosed.

Davidson, who had been executive vice-president of Western, was elected president at a meeting of that company's new board of directors in Los Angeles immediately following the sale.

Other Western officers named at the meeting include Mr. Ward, chairman of the board; Dee McConnell, sales vice-president; Clayton L. Shaw, production vice-president; R. E. Kortlander, secretary, and W. L. Heinrich, treasurer. Messrs. McConnell, Shaw, and Kortlander were reelected to their present posts. Mr. Heinrich is controller of Brown & Bigelow.

Members of Western's new board of directors are Mr. Ward, E. C. Peterson, C. V. Welty, M. B. House, Davidson, Alex Kensey, and Howard F. Isham. Mr. Peterson and Mr. Welty are respectively executive vice-presidents, finance and manufacturing, Brown & Bigelow, and Mr. House is the Brown & Bigelow treasurer. Mr. Kensey was president and Mr. Isham board chairman of Western at the time of the purchase by Brown & Bigelow.

Mr. Ward said that the newly-acquired company "will continue to operate as a separate corporation under its present name, Western Litho-

graph Company, offering the same services and products as heretofore, plus new ideas and creative programs for business firms in the rapidly-growing Pacific Coast region."

Mr. Davidson announced that Western's 365 employees and salesmen will be retained, with additional personnel in prospect with expanded business. The company has sales offices in San Francisco, Fresno, West-laco, San Diego, and Salt Lake City.

A staff of Brown & Bigelow technicians are at the Western plant to study possible improvements.

Western had total sales in 1952 of approximately \$4,600,000. Combined sales of Western Lithograph and Brown & Bigelow now are expected to be well in excess of \$50,000,000. Western's principal business is the lithographing of labels, box wraps, bank supplies, sales promotion material, a patented marker for coding wiring and piping, and advertising specialties, including calendars, leather and novelty items.

Western's headquarters and plants consist of five buildings from one to three stories in down-town Los Angeles. They contain approximately

145,000 square feet of manufacturing space.

John Davidson is a 43-year-old Dartmouth graduate who joined Western Litho in 1933. He served in the Navy for more than four years, returned to Western, and in 1946 was made manager of its advertising specialty division. He was promoted to executive vice-president in 1950.

Brown & Bigelow is the world's largest calendar house. Its other principal lines of Remembrance Advertising are playing cards; leather, pocket, desk and travel pieces; novelties, such as pencils, pens and lighters; business greetings; deluxe prints and direct mail.

Brown & Bigelow has district sales offices in 61 principal cities including Los Angeles which also is the headquarters of its Western sales division. The company has 1,150 salesmen and in 1952 had sales of over \$46,000,000.

S & V Appoints Mills

The appointment of Herbert G. Mills as sales manager, Dayton branch, was announced this month by M. J. Leckey, president of Sinclair & Valentine Co., New York. Prior to his association with Sinclair & Valentine, Mr. Mills had been Dayton representative for Hilton-Hawley Co. of Cincinnati, Ohio. He has been a resident of Dayton for many years.

Bill Barring Offset Loses

Adjournment of the California Legislature brought about defeat of the efforts of the California Newspaper Publishers Association to push through a bill restricting to letterpress the term "newspaper of general circulation." The bill would have made it impossible for publications produced by offset to qualify for legal advertising and governmental business under the bill's definition. Opponents of the bill argued successfully that the courts have decided that newspapers produced by the lithographic process cannot be barred from the "general classification" on that ground alone. A number of California papers are produced by offset and enjoy their share of legal advertising.

ALA Convention Is Aug. 24-28

The convention of the Amalgamated Lithographers of America, CIO, is planned for August 24-28 in the Royal York Hotel, Toronto, Canada, with Walter Reuther, president of the CIO as the keynote speaker.

The lithographers union, headed by John Blackburn, international president, now lists 82 locals in the U. S. and Canada.

Add Offset Presses

McNaughton Litho Co., Dart Press, and Seaboard Litho Co., all of New York, have installed Miehle #29 offset presses in recent months, the Miehle Co. announced in July. Eldredge Co., Brooklyn, added a #41 two-color.

LAWSON 52" ELECTRONIC SPACER CUTTER

Cuts sheets up to 76" in length

TESTED AND ACCEPTED

SOME RECENT INSTALLATIONS
Lawson Model 52-T-76 Cutters

★ UNITED STATES PRINTING
& LITHOGRAPH CO.
Cincinnati, Ohio

★ WESTERN PRINTING
& LITHOGRAPHING CO.
Poughkeepsie, N. Y.

★ MULTI-COLORTYPE CO.
Cincinnati, Ohio

★ CUNEO PRESS
Chicago, Ill.

★ CONSOLIDATED
LITHOGRAPHING CORP.
Brooklyn, N. Y.

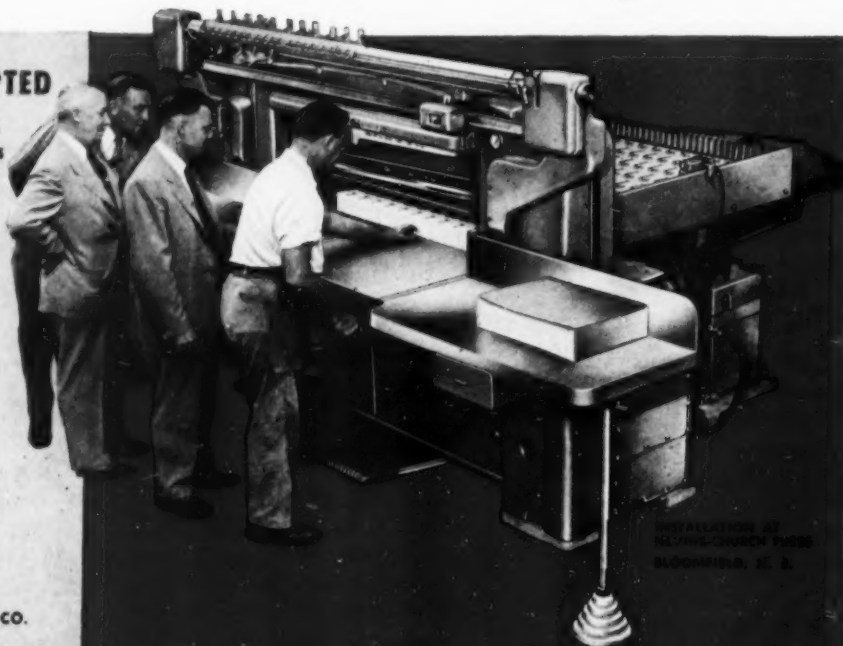
★ PROVIDENCE LITHOGRAPH CO.
Providence, R. I.

★ TAUBER'S BOOKBINDERY, INC.
New York, N. Y.

★ MORRIS PAPER MILLS
Morris, Ill.

★ NEVINS-CHURCH PRESS
Bloomfield, N. J.

★ NORTHWEST PAPER CO.
Cloquet, Minn.



INSTALLATION AT
NEVINS-CHURCH PRESS
BLOOMFIELD, N. J.

Now wonder the nation's top lithographers, printers and cutters say, "Buy Lawson and you buy the best in cutters." The Lawson 52" cutter (Model 52-T-76) cuts sheets up to 76" in length. The back gauge goes back a full 76" giving you the advantage of splicing various combinations of large sheets, without requiring an 84" cutter. Add the plus values of the LAWSON hydraulically operated clamp and electronic spacer control and you have the best buy in cutters.



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SOUTHWESTERN PRINTERS SUPPLY, INC. Dallas, Texas
SEARS LIMITED Toronto, Montreal, Winnipeg, Vancouver



Don E. Crews



Elmo Neely

Advancements at Sam'l Bingham

Carl G. Bingham, president of Sam'l Bingham's Son Mfg. Co., makers of printing rollers, has announced a new line-up of executive officers. Don E. Crews, who has been vice president for the past 15 years,

is now the executive vice president. Previous to that, he had been manager of the Cleveland branch since 1932. Elmo Neely, who had been the branch manager of the company plant in Atlanta, Georgia since 1946, is now with the home office in Chicago as vice president and sales manager.

Plans Fall Intensive Course

The Chicago Lithographic Institute this Fall will add a night time intensive survey course for junior executives, similar to the daytime course which has been conducted for six years.

Starting during the week of Sept. 21, when the school's fall term begins, sessions of the new class will be held two nights a week for 34 weeks, with enrollment limited to 15 men. Albert N. Brown, general manager of the Institute, explained that each student will be assigned to a 2-color job which he will handle through all operations until the final press run is completed.

Enrollment, Mr. Brown said, will come exclusively from employees, chiefly estimators and salesmen, from Chicago area litho firms, and representatives of suppliers and equipment manufacturers sponsoring the Institute. The new course, offered in the evening, meets the demands for this subject, coming from men who could not be excused from their regular daytime employment.

The original intensive survey course, which was discontinued for one semester last year, will be restored to the curriculum this fall, Mr. Brown said, and will continue as usual on a 5-day 10-week daytime schedule. Early registrants, he re-

vealed, include lithographers from Australia, Pakistan, Jamaica, and Canada. Applications were still being received this month and all will be disposed of when the screening committee meets on Sept. 10.

Completes Expansion

Jahn & Ollier Photoengraving Co., Chicago, expected to have its newly enlarged offset platmaking department in complete operation by Sept. 1, according to C. D. ("Jerry") Gerrard, Sr., superintendent of the offset division. The entire sixth floor of the company's building at 817 W. Washington Blvd. has been remodelled and the 10,000 sq. ft. of space there will more than double the previous facilities for offset, he said.

Three cameras (A.T.F. and Robertson) capable of handling 60 x 80 inch work, have been installed along with two power proof presses (A.T.F. and Miehle), with all other necessary equipment for black and white and color work. Platmaking service for all types of offset plates will be provided but the company will specialize in production of bi-metal plates.

All manufacturing operations for both the offset and photoengraving business are handled at the Chicago plant. The offset department now

employs 50 men but more will be added later, Mr. Gerrard said.

Jahn & Ollier Photoengraving Co., whose president is Palmer C. Boothby, has been in business for 60 years and is said to be Chicago's largest photoengraving plant, Mr. Gerrard asserted. In the early 1930's, when lithographic printing was expanding rapidly, the company offered an offset platmaking service and also did offset printing, but this was dropped later. More recently, an experimental "pilot plant" was carried on to develop workers with skill and "know how" and in 1950 this work was put on a full commercial basis, Mr. Gerrard said.

Mr. Gerrard has been with Jahn & Ollier for 12 years. Assistant superintendent of the offset department is his son, Harry Gerrard.

Illinois to Refund Sales Tax

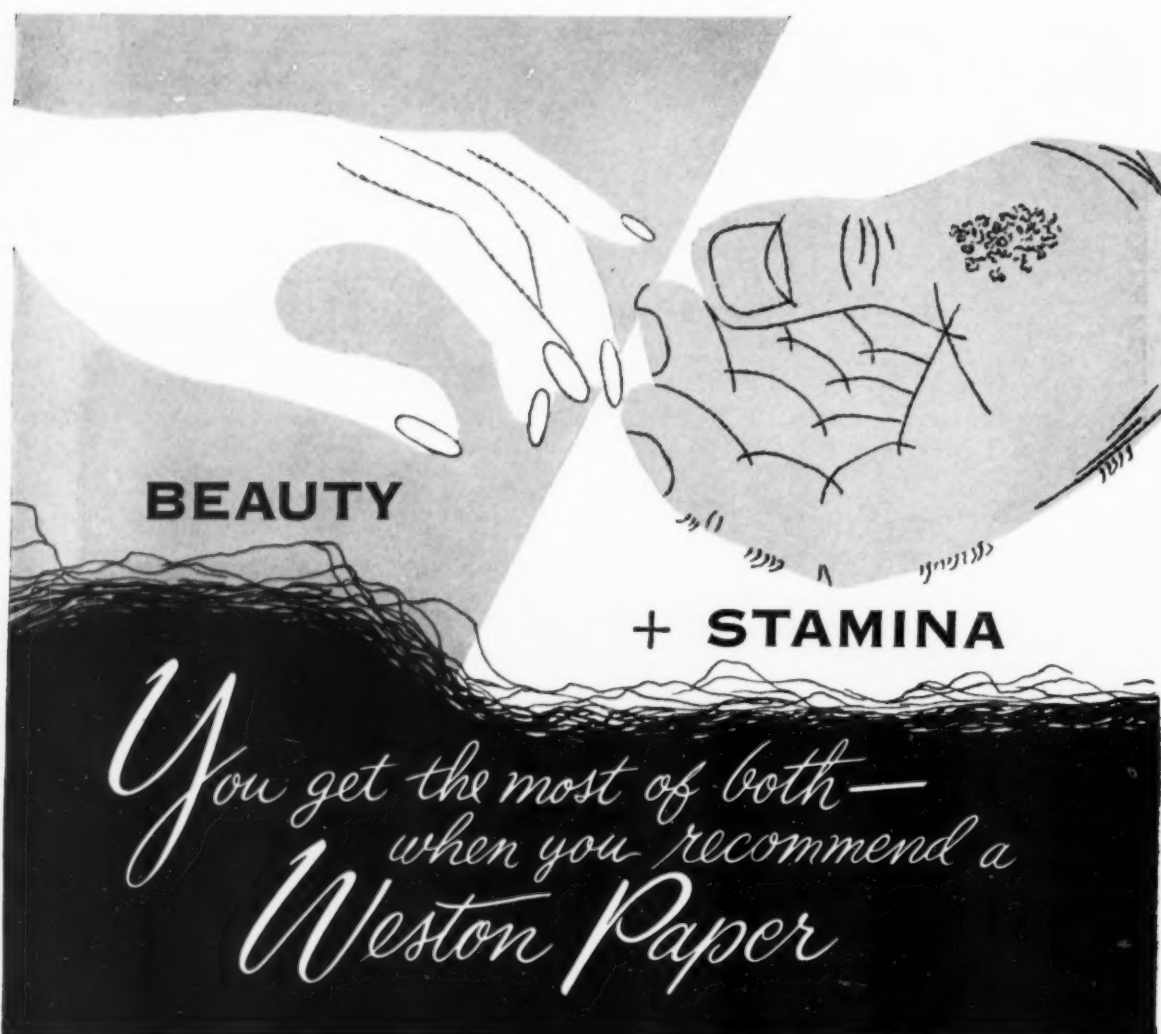
Midwestern lithographers who have been buying their ink, paper and other "raw" materials from suppliers located in Chicago or elsewhere in Illinois, will shortly be receiving a pleasant little windfall in the form of refund checks for the 2 percent Illinois sales tax charged on their bills since last December.

Return of this money follows collapse of efforts by Illinois state government authorities to enforce payment of the tax on previously exempted graphic arts supplies, and, in a similar way, on materials used by other service agencies.

The battle to prevent the levy, viewed by opponents as double taxation, has been under way intermittently for over 10 years, with the Graphic Arts Association of Illinois, the Chicago Printing Ink Makers Association and paper trade organizations leading the opposition on behalf of the printers.

Retired Miehle Official Dies

F. Phil Garbark, 72, retired vice president of the Miehle Printing Press & Mfg. Co., Chicago, died July 9, at his suburban home in Crystal Lake, Ill. He was a former president of the Polish National Alliance and a charter member of the society's Chicago chapter.



Papers for business records should look well and also be able to take considerable handling. Byron Weston Company, specialists for ninety years, have developed rag content papers with an unmatched combination of **STRIKING, BEAUTIFUL APPEARANCE** and **UNUSUAL RESISTANCE TO TIME AND HARD HANDLING.**

BOND PAPERS

Extra No. 1,
100% New Rag
OLD HAMPSHIRE BOND
100% Rag Content
DEFIANCE BOND
75% Rag Content
HOLMEDALE BOND
50% Rag Content
WINCHESTER BOND
LENOX BOND
25% Rag Content
WESTON BOND
WESTON OPAQUE BOND
MERIT BOND
MERIT OPAQUE
RESEARCH BOND

LEDGERS

Extra No. 1,
100% New White
Cotton and Linen Rags
BYRON WESTON CO.
LINEN RECORD

100% Rag Content
DEFIANCE LEDGER

75% Rag Content
WAVERLY LEDGER
CENTENNIAL LEDGER

50% Rag Content
WINCHESTER LEDGER
LENOX LEDGER

25% Rag Content
BLACKSTONE LEDGER
APPRAISAL LEDGER
COURT LINEN LEDGER

**MACHINE
ACCOUNTING**

50% Rag Content
WESTON'S
MACHINE POSTING LEDGER

25% Rag Content
TYPACOUNT
POSTING LEDGER

INDEX BRISTOLS

100% Rag Content
DEFIANCE INDEX
VULCAN INDEX

50% Rag Content
WESTON'S MACHINE
POSTING INDEX
LENOX INDEX
WINCHESTER INDEX

25% Rag Content
TYPACOUNT INDEX
MERIT INDEX

SPECIALTIES

100% Rag Content
WESTON'S
DIPLOMA PARCHMENT

50% Rag Content
WESTON'S
FINGERPRINT INDEX

Rag Content
WESTON'S
OPAQUE SCRIPT

25% Rag Content
BYWESCO
MANUSCRIPT COVER
SUPERIOR
MANUSCRIPT COVER



BYRON WESTON COMPANY

Makers of Papers for Business Records Since 1863

DALTON, MASSACHUSETTS

THROUGH THE Glass

A ZOO may seem rather far removed from the realm of lithographed greeting cards, but that's what Hall Bros., Inc., in Kansas City plans as part of its \$6 million expansion program. It will house ducks, chickens, puppies, rabbits, kittens, etc. to inspire artists and to furnish a live "morgue." Also a greenhouse will provide authentic models of daisies, roses, forget-me-nots, and poison ivy for various kinds of floral greetings.

ml

The greeting card industry is booming and no end is in sight, according to a survey made last month by The Wall Street Journal. This year about 3,800,000,000 (that's eight zeros) greeting cards will be purchased. American Greetings, Gibson Art, Messenger Corp., Rust Craft, Norcross, Stanley, Thomas Doran, Paramount, Vollard, Buzza-Cardoza, Chilton, Wallace Brown, Artistic Card, and Doehla are mentioned among publishers.

ml

Those chocolate ice cream bon bons you've been buying now have a companion cherry bon bon. Cartons are being made for Borden's by Lord Baltimore Press.

ml

We read in the papers that Sidney Voice, executive VP of Consolidated Litho in Long Island wears 100 percent Dacron suits.

ml

Security Lithograph Co., San Francisco, was the subject of a two-column story in the Examiner recently, as a big company reversing the trend of litho firms moving to the suburbs. Security had purchased a suburban site, but decided it could serve its customers better from a city location. More recently it has purchased its

present plant building at 200 Broadway and has set up production on a "vertical flow" basis. Some 90,000 additional feet of space have been added. About 200 persons are employed. Charles M. Pagannini, company co-founder, is board chairman, and his son, Frank, is president.

ml

The San Francisco News found feature material in another western litho concern, Rossotti California Lithograph Corp., that city. In a recent three-column illustrated story, it tells of Charles C. Rossotti and his wife, Mrs. Rossotti is executive vice president of J. Ossola Co., a food concern. Mr. Rossotti first met his future wife while selling labels to her father, the story reports. The California litho firm is affiliated with Rossotti Lithograph Corp. of New Jersey.

ml

Harris-Seybold Co. has just come out with its new mid-year calendar, (Column 3). The large full color lithographed illustration is a departure in subject matter from the company's calendars of recent years. A map and a book are blended into the painting by artist Everett Henry, based on Mark Twain's book "The Adventures of Tom Sawyer." Typographically, too, the mood of the calendar is changed to a modern motif. The reproduction is by Brown & Bigelow Co., St. Paul, on a Harris two-color 42 x 58" offset press. The calendar is 27 x 31". Some extra prints suitable for framing are available from the Harris Company. We hope this endeavor marks the beginning of a new series of illustrations on these calendars.

ml

Clarence W. Dickinson, one of the grand old men of the lithographic industry, for many years identified with R. Hoe & Co., recently had more honors coming his way. They marked



his 50 years as a member of the Grand Lodge of Masons, State of Ohio, and consisted of a gold card, an engraved gold medal and a gold lapel button. He is a charter member of the Warren, Ohio lodge, and holds membership in numerous other chapters in Ohio and Chicago, including the big Medina Temple Shrine in the latter city.

ml

By the way, you have only a short time to get your entry in to the 1953 Printer's and Lithographer's Self-Advertising Competition. Deadline is September 11. Lithographers last year toted off a large percentage of the prizes and we'd like to see this happen again this year, only more so. There are three \$1,000 prizes for companies in three size categories, and several Franklin statuette and certificate awards. Any of your promotion material produced since September 19 last year is okay for entry. Details available from Printing Industry of America, 719 Fifteenth St., N.W., Washington 5, D. C., or Miller Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa.

ml

Fifty-eight Thailanders, all students in universities and colleges in the U. S., visited R. R. Donnelley & Sons Company recently accompanied by the Thailand ambassador to the United States, Pote Sarasin. After a tour of the big Chicago combination plant, they were greeted by Gaylord Donnelley, president of the company, in the Lakeside Press Memorial Library.

ml

H. E. Rowles of Stecher-Traung Lithograph Corp., Rochester, N. Y., has been elected a vice president of the Rochester Control, Controllers Institute of America.★★

Craftsmen Plan Gravure Night

Rotogravure will be featured at the first meeting of the Chicago Club of Printing House Craftsmen for the 1953-54 season on September 22. "Why We Use Roto" has been selected as the subject for a symposium during which various company representatives will tell why they selected rotogravure for catalogs, packages, wood grains, decals, and other specialties.

George Preucil, vice-president in charge of manufacturing for the Chicago Rotoprint Company, will act as moderator for the panel discussion.

The educational committee, with Mr. Preucil as chairman, has ar-

ranged programs for the rest of the year as follows: October, Rand McNally plant visit to observe mapmaking; November, Intertype Fotosetter night; December, design; January, 1954 Printing Week celebration; February, Offset night; March, ink night; April, silk screen; May, make-ready.

1953-54 major club officers are Floyd C. Larson, U. S. Navy Printing Office, Great Lakes, Ill., president; Steve Sluka, Vogue-Wright Studios, first vice-president Harold E. Sanger, Marshall High School, Maywood, second vice-president; Richard W. Fiedler, Central Typesetting and Electrotyping Co., treasurer; Edward M. Egan, Twentieth Century Press, re-

cording secretary; Michael Ivers, Olander Press, Glenn Ellyn, financial secretary.

Geo. Warmbold Retires

George J. Warmbold, vice president of Sinclair & Valentine Co., and manager of the organization's Chicago branch, last month announced his retirement, taking advantage of the company's recently instituted pension plan. Mr. Warmbold has had a long career of service in the printing ink field, having been associated with Sinclair & Valentine Co. since May 1933, spending all of his time with the Chicago operation. Prior to that time, he had been with American Printing Ink Co. in Chicago. In recent years, in addition to his responsibilities at the Chicago branch, he has been active in the Export Division of the Company. He has also been a long time member of many Graphic Arts groups in the Chicago area. At the request of the Board of Directors of Sinclair & Valentine Company, Mr. Warmbold will remain with the organization in an advisory capacity.

Robert J. McClelland, of the Chicago branch, has been named general manager to succeed Mr. Warmbold. Mr. McClelland has been with Sinclair & Valentine in Chicago since 1946. He had previously been associated with Fred'k H. Levey Company for many years as general manager of their Chicago plant. Mr. McClelland is known in the publication industry for his work in the development of heat set printing and printing inks. He also has a long record of sales and service work in all phases of the printing ink industry.

Michigan Companies Add Presses

Several Michigan firms added Miehle offset presses to their facilities in recent months, the Miehle Co. announced in July. They include: Lyman Printing Co., Battle Creek—#29; Joseph S. Gagnier, Inc., Detroit—#29; Gelb Printing & Litho Co., Detroit—#29; The Singer Litho Press Co., Detroit—#29; Coons Printing Co., Ferndale—#29; and Wainscott Printing Co., Detroit—#29.

"So I walked up to the press and pushed the button..."

*Honestly, I was a little jittery
when the boss said he was going
to add offset to our pressroom.*

All my life I had been a letterpressman, and I had the doubts of most letterpressmen. I was sure that offset would not produce quality work; that the presses would be difficult to run and understand; that you'd have to be a chemist to operate them; that the boss would lose his shirt on the deal; that we'd have to lay off men who had been with us for years because they couldn't be retrained.

The only experience I had with offset was on a small duplicating machine on board ship during the war. I had never fooled with larger presses.

I personally worked with the erector while the first offset was installed and spent less than a week getting instructions. Actually, it now feels that I merely pushed a button, and I was on my own.

Of course, I've had some troubles. What pressman doesn't on any kind of new press? But for all-around simplicity, speed and performance I believe our present installation is tops.

I now supervise a battery of four Miller E.B.CO's, and practically every man in the letterpress room is eager to be assigned to that department. In spare time they are all taking lessons on running our Miller E.B.CO's. We have been kidding them on how easily we are turning out more thousands of impressions per day than the letterpress department. They are wiseing up to what's ahead.

Offset will never do away with letterpress—but the two certainly work together in our plant.

Come around and watch our Miller E.B.CO's in operation.

MILLER PRINTING MACHINERY CO.
1135 Reedsdale St. Pittsburgh 33, Pa.

Copy and layout by
Mr. William Susie, Pressroom Supt.
Moran Printing Company
Baltimore, Maryland





For the finest reproduction...

CHAMPION
Kromekote®
BRAND
CAST COATED PAPER



THE CHAMPION PAPER AND FIBRE COMPANY
HAMILTON, OHIO

Number Nine in a series of textural studies designed to show
the quality of reproduction possible with fine materials.

Buy and Specify these Papers by Name

COATED BOOK

Satin Proof Enamel
Hingefold Enamel
Refold Enamel
Falcon Enamel
Format Enamel
Wedgwood Coated Offset
Templar Coated Offset
All Purpose Litho

CAST COATED PAPER

Kromekote Enamel
Kromekote Label
Kromekote Litho
Kromekote Cover
(Cast Coated 1 Side)
Kromekote Cover
(Cast Coated 2 Sides)
Kromekote Postcard
Kromekote Box Wrap
Kromekote Colorcast Box Wrap
Kromekote Colorcast Gift Wrap

COATED COVER

Hingefold Coated Cover
Refold Offset Cover

DULL COATED BOOK

Dullfold Coated

UNCOATED BOOK

Garamond Antique
Garamond English Finish
Garamond Text (W. M.)
Wedgwood Offset

UNCOATED COVER

Ariel Cover
Cardwain Cover

ENVELOPE PAPER

Colored Wave Envelope
Radiant White Envelope
Foldur Kraft Envelope
Gray Kraft Envelope
Suntan Kraft Envelope
Ne'er Tear Envelope

COATED POST CARD

Campaign Postcard

BRISTOLS

Inventory Index
Canton Postcard

TAG

Tul-Tear Tag

BOND, MIMEOGRAPH

Ariel Bond
Scriptic Mimeograph

PAPETERIE

Wedgwood Papeterie
Garamond Papeterie
(Embossed and Printed)

PRESSBOARD

Champion Pressboard
Imitation Pressboard

SPECIALS

Cigarette Cup Stock
Food Container Stock
Coffee Bag
Tablet Papers
Drawing Papers
Red Patch Stock
Stencil Board
Pattern Board
End Leaf Paper

The Champion Paper and Fibre Co.
General Office: Hamilton, Ohio
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . PASADENA, TEXAS



For full information on how this advertisement was produced,
write our Advertising Department, Hamilton, Ohio

DuPont Appoints Two

Frank H. Lines and John L. Morgan, Jr., are being advanced to new sales positions in the Du Pont Company's Photo Products Department, effective in July, the company announced.

Mr. Lines, formerly sales manager for trade products, is being appointed sales manager for industrial photographic products, and will supervise sales of graphic arts film and paper, photo-copy paper, microfilm, and other special products. He has been in photo production and sales since 1933, and was with Defender Photo Supply Co. when it was acquired by Du Pont.

Mr. Morgan, who has been a technical investigator in the department's research division, and, more recently, in the sales division, is succeeding Mr. Lines as sales manager for photographic trade products. His activities in this field will be concerned with the sale of portrait film, contact and enlarging papers, photographic chemicals, and filter and other specialties.

Mr. Morgan also began his photographic career with the Defender Photo Supply Company in 1942 as a chemist. He lives in Rochester.

Moore Plans New Niagara Plant

A new plant, estimated to cost upwards of \$250,000, to handle the preliminary work now being done at the Highland and Buffalo Avenue plants of Moore Business Forms, Inc., will be built in Niagara Falls, N. Y., it has just been announced.

The new plant will be of modern one-story slab-on-ground construction with brick face and aluminum siding above continuous windows on the front and one side.

Three key officials have been named for the new plant. They are George E. Ursprung, general superintendent; Lawrence R. (Dick) Whitt, operating superintendent and Walter J. Shanahan, quality and service superintendent.

Personnel of the preliminary departments of the Highland and Buffalo Avenue plants will be transferred to the new building. Approximately 250 employees will be transferred.

Tarling Joins Willmann

Willmann Paper Co., Inc., New York, has announced that Arthur J. Tarling (right) has joined its sales staff. He formerly was with Bingham Bros. Co. in New York. Mr. Tarling is a member of the Board of Governors of the New York Litho Club, and of the New York Club of Printing House Craftsmen, a member of the Printing Supply Salesmen's Guild, member of the Advertising Club of New York and chairman of the New York Graphic Arts Blood Bank. He will be located in the metropolitan area.

Willmann Paper Co., Inc., now in its 75th year, has just been appointed agent for the Dill and Collins line of letterpress and offset coated papers. Willmann also handles Mead Paper Co. products in addition to a complete line of bonds, covers and cardboards.



Chas. J. Ihlenfeld, Buffalo, Dies

Charles J. Ihlenfeld, 71, Buffalo service station manager for International Printing Ink Div., Interchemical Corp., died unexpectedly July 5. He began his ink career at the age of 18 with Glidden Ink Co. in Cleveland, a predecessor firm. He went to Buffalo in 1906.



Herbert M. Berman Robert Gilman

Two Join La Salle Litho

Lee Reimer, president of the La Salle Litho Corp., an affiliate of the La Salle Letter Co., Inc., New York, has just announced that Herbert M. Berman (left) has joined the company as vice president and secretary. Mr. Berman was formerly general manager and plant superintendent of several large lithographic firms, and a member of the executive and production planning boards of the Ever Ready Label Corporation. In his new capacity, he will be responsible for the development of Cinétron, an ultra fine-screen lithography process, which he pioneered.

As part of the continuing expansion program of the two companies, Mr. Reimer also announced the appointment of Irving Robert Gilman (right) as director of sales promotion. Long active in publishing and promotion activities, Mr. Gilman formerly was associated with daily newspapers in New York. Prior to joining the La Salle companies, he was with the Institute for Research in Mass Motivations, consultants in advertising and merchandising.

Giegengack Joins Army Times Co.

A. E. Giegengack, who was public printer of the United States from 1934 to 1943, has been elected vice president and a director of the Army Times Publishing Company, Washington 7, D. C.

The company publishes *Army Times*, *Air Force Times*, *Navy Times*, weekly publications, with editions printed in Frankfurt, Germany, and Tokyo, Japan, as well as in Philadelphia and San Diego. Also the new *Air Force Daily*, published daily, five days a week in London.

During World War I, Mr. Giegengack had charge of the mechanical production of the original *Stars and Stripes*, the official publication of the AEF in France.

Mr. Giegengack will be in charge of all printing activities of the Army Times publications along with other management duties. He will make his headquarters in Washington, D. C. where he is chairman of the board of directors of the First Federal Savings and Loan Association and a director of the Bank of Commerce and Savings. He is also a director of the Lanston Monotype Machine Co., Philadelphia, and president and chairman of the board of National Graphic Arts Expositions, Inc., Chicago.

Lewis Joins Lord Baltimore

Robert C. Lewis has joined the sales staff of The Lord Baltimore Press, Inc., package printing specialists, whose main sales offices are at 595 Madison Avenue, New York. A graduate of Cornell University, Mr. Lewis was formerly associated with Farrington Mfg. Co., Boston, makers of jewel boxes and gift cases, as eastern district sales manager. Mr. Lewis has been a resident of Verona, N. J. for the past 10 years.

Lawson & Jones Net Rises

The year ended April 30 was the greatest in the history of Lawson and Jones Ltd., printers and lithographers of London, Ont. The net profit of \$553,965 is an increase of 25 percent over \$443,009 in the previous year. Working capital of \$2,574,571 at April 30, 1953 compared with \$2,022,249 one year earlier.

PAC MISS

*Buy and Spec
these Papers*

COATED BOOK

Satin Proof Enamel
Hingefold Enamel
Refold Enamel
Falcon Enamel
Format Enamel
Wedgwood Coated Offset
Templar Coated Offset
All Purpose Litho

CAST COATED PAPER

Kromekote Enamel
Kromekote Label
Kromekote Litho
Kromekote Cover
(Cast Coated 1 Side)
Kromekote Cover
(Cast Coated 2 Sides)
Kromekote Postcard
Kromekote Box Wrap
Kromekote Colorcast Box Wrap
Kromekote Colorcast Gift Wrap

COATED COVER

Hingefold Coated Cover
Refold Offset Cover

DULL COATED BOOK

Dullfold Coated

UNCOATED BOOK

Garamond Antique
Garamond English
Garamond Text (M)
Wedgwood Offset

UNCOATED COVER

Ariel Cover
Cordwain Cover

ENVELOPE PAPER

Colored Wave Envelope
Radiant White Envelope
Foldur Kraft Envelope
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Sunton Kraft Envelope
Ne'er Tear Envelope

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Campaign Postcard

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Imitation Pressboard

SPECIALS

Cigarette Cup Stock
Food Container Stock
Coffee Bag
Tablet Papers
Drawing Papers
Red Patch Stock
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Pattern Board
End Leaf Paper

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How's this for a close register job?

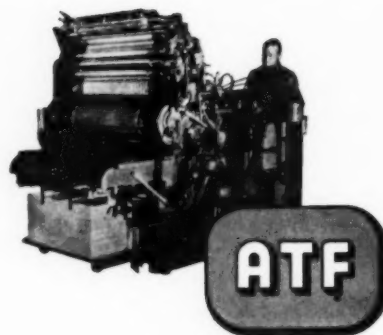
You're looking at a pair of raw castings which make the side frames of an ATF Chief 29 being positioned on the magnetic chuck of a Blanchard surface grinder.

Alignment of the frames that support all the moving parts of a press must be absolutely accurate for smooth, high-speed, close-register printing.

That kind of split-hair accuracy can't be milled or planed. It's precision-ground into the frames of ATF Chiefs on this 72" Blanchard surface grinder, the only one of its size in the printing industry. It eliminates every irregularity down to .0001" (one ten thousandth).

And how does this precision alignment of Chief frames affect the price you pay for the press? *It reduces it!* Machine tools like the Blanchard surface grinder actually cut production costs, and the saving is passed on to you. Regardless of price, you can't buy finer, more accurate printing equipment than you'll find in the precision-engineered, precision-built ATF offset presses.

Write for the complete story on the ATF Chief. American Type Founders, a subsidiary of Daystrom, Inc., 200 Elmora Avenue, Elizabeth, New Jersey.



*Better. More Profitable Printing from the
Widest Line of Processes*

GRAVURE . . . LETTERPRESS . . . OFFSET

Progress Adds Big 5-Color

The Progress Lithographing Co., Cincinnati, soon will have in operation a 52 x 76" Miehle five-color offset press that is now being installed. This press is of the largest type of standard offset press in use anywhere, and is the first to be installed east of California.

In addition to this press, the firm has a new four-color, two-color and single-color, all 52 by 76" in size. All are matched, interchangeable Miehle units.

All of these presses are operated in an air-conditioned, humidity controlled, windowless building recently constructed in suburban Amberley Village, near Cincinnati, Ohio. The Miehle presses represent an installed investment of approximately \$750,000.00.

This year marks the 50th anniversary of the founding of The Progress Lithographing Company. Besides the large offset presses described, there are 18 other press-cylinder units in use. These include three additional four-color presses and a number of offset web presses.

Complete platemaking, photocomposing, cutting and binding departments also are contained in the new one-floor plant of 90,000 square feet.

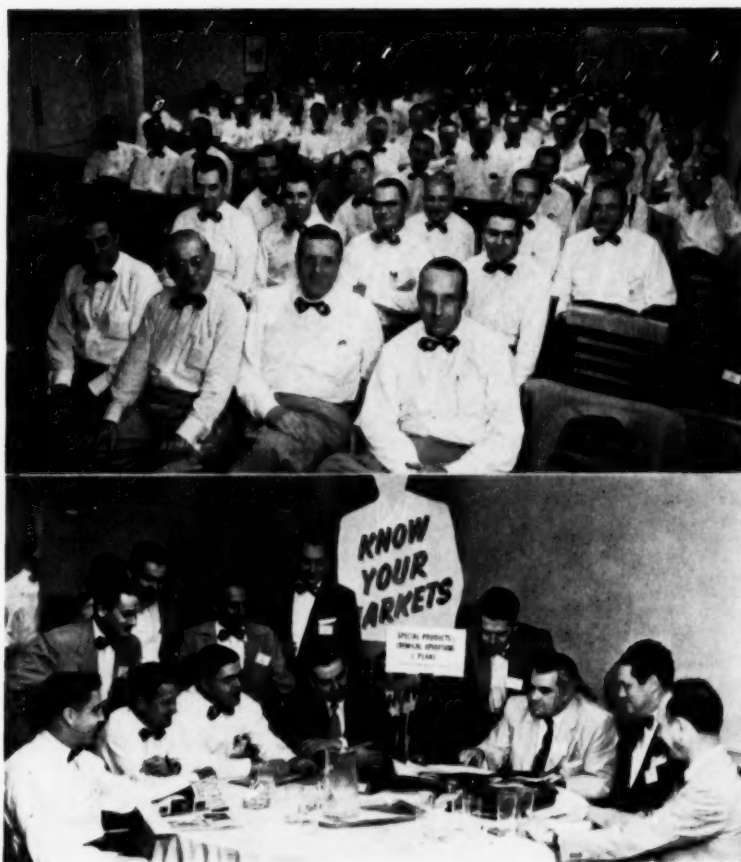
There are no salesmen employed by Progress, all customers being serviced by executive personnel, the company states. Work is done for publishers, paper mills and converters, and manufacturers in many lines of business.

John Carmody, Cleveland, Dies

John P. Carmody, 28, proprietor of Copy Preparation Service, which he founded in Cleveland eight years ago, died July 7. He started the business after returning from army service overseas in World War II. His widow and three children survive.

Cincinnati Litho Expands

Cincinnati Lithographing Co., Inc., of Cincinnati has completed expansion of several departments, and has installed a new ATF Chief 22 x 29" one-color press and a 25 x 38" Baum folder. Robert Thomas is a new company sales representative.



Harris Sales, Service Men Meet

All field sales and service men in the U. S. and Canada of the Harris-Seybold Co. recently met with company executives in Cleveland and Dayton for a four-day sales meeting. Also present were presidents and other officers of many of the graphic arts manufacturing firms for which the Harris-Seybold organization acts as sales agent.

Top: The group in one of the meeting rooms. In front row (left to right), are Ren R. Perry, vice president for sales, who conducted the entire four-day sales meeting; Harry A. Porter, senior vice president; Jack C. Dabney, assistant general sales

manager, and Ted M. Broadston, manager of the company's New York District. All are wearing special bow ties with the company trade mark.

Lower: A round table discussion. In this photo, William J. Barrow (third from right), manager of the newly organized Special Products Division, which is responsible for the sale of products manufactured by more than 40 companies associated with Harris-Seybold, as well as the company's own litho chemical line, outlines the new program. Men in the photo represent the West Coast, New England, Canada, New York, Philadelphia, Texas, and the Midwest.

Ohio Co. Improves Plant

Young & Klein, Inc. of Cincinnati has recently streamlined its plant for more efficient operation, and has installed a new Mann 25 x 36" one-color press.

Adds Two Presses in Cincinnati

The Westerman Print Co. of Cincinnati recently installed two new single-color presses. One is a Harris 22 x 34" and the other is a Mann 30 x 42".

Super Speed Advances Williams

Super Speed Printing Machinery, Inc., Cleveland, has announced the advancement of Carl F. Williams to the office of vice president. For the past three years Mr. Williams has managed the firm's sales, and prior to that time was advertising manager. As vice president, he also will be general manager. The company manufactures a line of printing and binding equipment, supplemented by European imports.



Charles F. Gaetjens

Changes in Gaetjens Company

Charles F. Gaetjens has sold his holdings in the New York corporation of Gaetjens, Berger & Wirth, Inc., manufacturers of printing inks, and has increased his holdings in the Illinois corporation.

Mr. Gaetjens will continue to serve New York corporation in a consulting capacity, but since this will take less of his time, he also will make periodic trips to Chicago to advise and visit his son Herbert Gaetjens, who is the president of the Illinois corporation.

Mr. Gaetjens has been connected with the ink business for 58 years, starting his first job as a dry color salesman in 1895. In 1914, he organized the present firm. Now, at the age of 77, although his financial



William Recht

interests are largely in Chicago, he will continue to live in New York, which has been his home for many, many years.

William Recht continues as president and treasurer of the New York corporation. He has been in the ink and lithographic fields for 40 years, starting in 1913 with Fuchs & Lang Mfg. Co., and continuing for many years with the associated firms of General Printing Ink and Sun Chemical Corp. He also has been active for many years in the graphic arts export-import field.

Mr. Recht purchased the major part of the interest sold by Mr. Gaetjens.

Fred Weldon is executive vice president and secretary of the New York corporation, and Richard Kitts is assistant secretary and assistant treasurer.

Fotoset Books Win Awards

Two books set by photo-typesetting won awards in the eighth annual book show of the Philadelphia Book Clinic recently, marking the first time that books composed in this manner have won awards. The books, both set on an Intertype Fotosetter by Typographic Service, Inc., Philadelphia, are *Heidi* and *Alice in Wonderland*. Both utilized Fotosetter Baskerville, and were designed by Donald E. Cooke and published by the John C. Winston Co. In all, 23 awards were given out of 77 entries.

The first hard bound book to be printed by photo-typesetting was issued in 1951 by the Government Printing Office in 1951, and was set on a Fotosetter, the Intertype Corp. reports.

James Gray Expands

James Gray, Inc., New York direct mail offset-letterpress plant, has just announced the expansion of its plant by the addition of 12,876 square feet of space at 216 East 45th St. The

company already occupied 75,000 square feet on five floors at the same address.

The company's typing department has been enlarged with IBM electric typewriters being added, and additional mechanical inserting machines have been installed. New personnel also was added.

DMAA Opposes Mail Rate Rise

In a policy statement issued by the board of directors of the Direct Mail Advertising Assn., it was stated that DMAA is flatly opposed to any postal rate increases at this time. This was in response to the bill introduced in the House of Representatives by Edward Rees (R. Kansas) in July. The bill contains proposed postal rate increases which Postmaster General Summerfield submitted to Congress June 24th.

Earlier this year, Congress adopted a Resolution introduced by Senator Frank Carlson (R. Kansas) calling for a complete (\$100,000) study of Post Office Department operations.

This study, currently being made, is expected to be completed at the end of the year. DMAA believes that no increase should be considered until the results of this study are made known, that any arbitrary increase aimed at reducing the postal deficit would be contrary to the public interest, and would tend to add to the inflationary spiral.

Plan Safety Conference

"Safety Training In the Printing Industry" will be the theme of the first session of the National Safety Council's printing and publishing session during the October assembly of the National Safety Congress in Chicago. Two afternoon meetings are planned for Oct. 20 and 21 at the Conrad Hilton Hotel.

Talks at the Safety training conference, Oct. 20, it was announced, will be made by Elmer Voigt, Western Printing & Lithographing Co., Racine, Dr. Edward Estabrooke and Wm. Gutwein, all of whom have played active roles in the Foreman-Management training program of the Education Council of the Graphic Arts Industry.

For the second session, Oct. 21, the program has been titled "E F N," and will feature talks on electricity, fire and noise. Speakers will include Eugene Ernest of the Government Printing Office, representatives of Sutherland Paper Co., Container Corp., an insurance company, and several printing firms.

Chicago STA Elects

Bruce Beck, designer with the Whitaker-Quernsey Studios, Chicago commercial art firm, was elected president of the Society of Typographic Arts at the recent annual business meeting. Other officers chosen were: vice president—James Wells, curator of the Wing Foundation at the Newberry Library; and Susan Karstrom, art director, Science Research Associates; secretary—Violet Fogle, illustrator; treasurer—Carl Regehr, designer, Bert Ray Studio. Among new members of the board of directors is Joseph L. Strauss, president of Hillison & Etting Co., Chicago combination printing firm.

W. Blattenberger Heads Ptg. Wk.

Walter Blattenberger, of Zabel Bros., Inc., president of the Litho Club of Philadelphia, has been named general chairman of the 1954 Printing Week celebration in Philadelphia.

His election was announced at a meeting of the steering committee for the observance at a meeting July 13 in the Benjamin Franklin Hotel.

The committee, composed of representatives of 22 Graphic Arts organizations, also approved the choice of the hotel as headquarters for the celebration, which is expected to be larger than previous ones.

In addition to the appointment of Mr. Blattenberger, the steering committee elected the following persons to head the various Printing Week committees:

George E. Hess, of the Franklin Printing Co., steering committee chairman; George D. Beck, of the Beck Engraving Co., printing exhibit committee; Jack Mullarkey, of the Lanston Monotype Co., speaker and trade exhibit committee; George Sherwood, of W. C. Hamilton & Sons, and Mabel Baudoux, of Mabel Baudoux Direct Mail Advertising, printing and publicity committee; and Thomas H. McCabe, Jr., of Printing Industries of Philadelphia, Inc., ticket committee.

Miss Milliken Joins LTF

Miss Patricia Milliken has joined the Lithographic Technical Foundation staff in New York as publications editor. She has succeeded Edith Malmgren who left to be married. Miss Milliken came to LTF from the American Institute of Graphic Arts where she was executive administrator.

At the Institute she directed production on all printed pieces and edited and indexed catalogues. Miss Milliken's administrative duties included preparation of the Institute's annual budget, covering operating expense and committee appropriations. She supervised the staff of payroll employees, and other activities.

Miss Milliken's previous experience included periods at the Metropolitan Museum of Art, Worcester

Art Museum as assistant to the directors, American Red Cross in England and Wales, and Socony-Vacuum Oil Co., as librarian. At *Time* she did research for two columns, and was with Aldred et Cie, Paris.

Goerz Names Sales Manager



P. G. Langfeld

C. P. Goerz American Optical Co. has announced the appointment of P. Goerz Langfeld (above) as sales manager and secretary of the company. Mr. Langfeld is a grandson of the late C. P. Goerz, who formed the New York company in 1896.

P. Goerz Langfeld began his career as an apprentice with the Eastman Kodak branches in Spain and Switzerland and later joined the Eastman Kodak Co. in Rochester. Here he received training in sales and production.

He specialized in the motion picture industry and the graphic arts field. The Motion Picture Export Association placed him in charge of the extensive program of adapting American motion pictures for German audiences in the German language.

The C. P. Goerz American Optical Company produces precision lenses, among them the Goerz Dagor and the Goerz Artar. At the present time a number of new products are being developed.

Forbes Advances Lawrence

Robert M. Lawrence, formerly manager of the New York sales office of Forbes Lithograph Mfg. Co., has been appointed to the new position of assistant general sales manager. John B. Osborn, president, announced. Mr. Lawrence continues as vice president, and is located in the Boston headquarters.

Heads Phila. Craftsmen

Walter Scarborough, of The Cuneo Eastern Press, Inc., has been elected president of the Philadelphia Club of Printing House Craftsmen. He succeeds Walter B. Morawski, of North American Composition Co.

POPPI Group Named

W. L. Stensgaard, president of the Point-of-Purchase Advertising Institute, New York, recently announced the new executive committee for the term of 1953-1954 as follows: Walter J. Ash, Consolidated Lithograph Corp., chairman; S. Paul Boochever, Gibraltar Corrugated Paper Co., co-chairman; Ed. K. Whitmore, Oberly & Newell Lithograph Corp.; W. L. Stensgaard, W. L. Stensgaard & Associates, Inc.; Harry Fenster, I. Fenster & Sons; Paul Godell, Arvey Corp.; Wm. Melish Harris, Wm. Melish Harris Associates; J. S. Yarow, Betts & Betts, Inc.; George Hughes, Kindred, MacLean & Co.; John M. Palmer, Palmer Associates; Chester Thomson, Einson-Freeman Co.; Herbert Zipprodt, Zipprodt, Inc.; Stanley Wessel, Stanley Wessel & Co.; W. H. Walters, U. S. Printing & Lithograph Co.; Norton B. Jackson, Point-of-Purchase Advertising Institute; and Don Hutchinson, Lutz & Sheinkman.

Plans for the coming months include activities in research, release of information known as "Fact Reports" and others, under the direction of the new executive director, Norton B. Jackson, recently appointed.

Plans are being completed for the 1954 POPAI Symposium which will be held at the Statler Hotel late March, 1954. The entire roof area has been taken over by POPAI exhibits and many additional attractions and important meetings are now being planned.

New Phila. Ink Company

Coronet Products Corporation is the name of a new printing ink company with offices at 114-116 North Franklin St., Philadelphia. The officers of the organization are James J. Campbell, president; Andrew Gunthner, vice-president, and John C. Brower, Jr., secretary-treasurer. The firm manufactures letterpress and offset inks.

Prior to establishing their own business Messrs. Campbell, Gunthner and Brower were associated with printing ink divisions of Sun Chemical Corporation.

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Striking new developments and constantly improved techniques in the metals industries of America have made living today safer, easier and more comfortable for all. And in metals, as in so many other progressive industries, sales messages find their finest, most effective expression on Oxford quality papers. Oxford grades are fit foundation for pages that sell.



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Maverick & Wissinger Liquidates

The 87-year-old Lithographing firm of Maverick & Wissinger Co., Inc., located at 309 Lafayette St., New York, was closing out its final jobs during July, and expected to be closed down early in August. By mid-July, negotiations for the sale of the equipment were going on. Employees of the firm, which produced bank stationery, included Andy Durr, superintendent, Oscar Falconi, artist and engraver, and Charles A. Genetz, all of whom were members of the Litho Club of New York. Mr. Falconi was treasurer of the club for eight years.

Kienle & Co. Buys Site

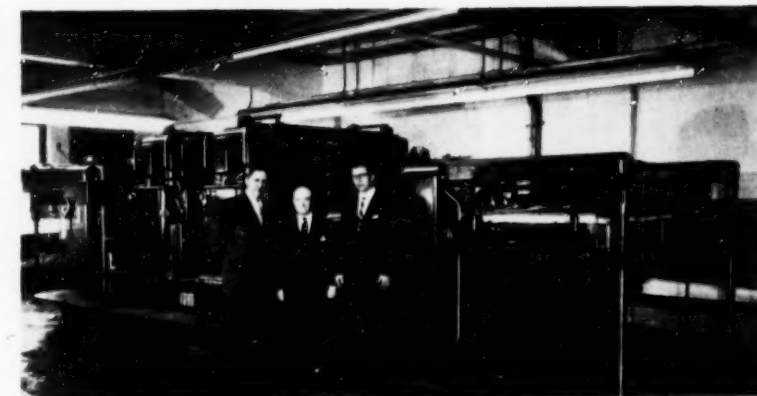
Kienle & Co., Brooklyn, manufacturers of lithographic and other types of inks and varnishes, last month purchased six acres in the Oakwood Industrial Terminal, Huntington, Long Island, N. Y. A building is planned to house the company's general offices, laboratories and manufacturing plant. The plan is for a 45,000 square foot structure. Herbert J. Wolfe is president of the concern.

PIA Outlines Washington Convention

A GENERAL outline of the program for the annual convention of the Printing Industry of America was announced last month. The four-day meeting is to be held at the Shoreham Hotel, Washington, D. C., October 5-8.

Friday, Saturday and Sunday, October 2, 3 and 4 will be devoted to preliminary meetings for association officials, committees, and other groups. On Monday will be reports of industry conditions and trends by PIA president John M. Wolff of Western Printing & Lithographing Co., St. Louis, and by James J. Rudisill, PIA vice president. The keynote address is to be by a "top government official" to be announced.

The second day will be devoted largely to sessions of the Union Employers Section and the Master Printers (open shop) Section. These sessions are to cover bargaining and union organization trends, apti-



Chicago Co. Adds Two-Color

The Hillson & Etten Co., Chicago, recently completed the installation of a Miehle #61 Two-Color Offset Press. Pictured above with the new machine are, left to right, W. J.

McWilliams, Chicago sales representative, Miehle Printing Press & Manufacturing Co., M. E. Hillson, chairman of the board, Hillson & Etten, and C. D. Kayser, Jr., mid-western offset sales representative, Miehle Co.

Kling Leaves ATF

Eugene H. Kling has resigned as general manager of The Klingrose Gravure Division of American Type Founders, effective August 31, 1953. He was formerly president of The Klingrose Machine Corp. of Brooklyn, and was the originator and design

engineer of more than 100 printing presses which are today in operation throughout the country.

In 1948 ATF acquired The Klingrose Machine Corporation and operated it in Brooklyn for several years with Mr. Kling in charge. Then, in 1952, it moved the machinery and equipment to its Mount Vernon plant where it combined all its web-fed press manufacturing facilities.

Mr. Kling plans to take a long vacation and later will be available on a consulting basis to a limited number of firms in the printing industry.

K & M in Boston Open House

Over one hundred persons, representing 35 printing and lithographing plants in New England, attended the June open house party tendered by the Kohl & Madden Printing Ink Corp., at its new 4th floor location in the Sheraton Building, 470 Atlantic Ave., Boston. Previously known as the Harbor Building, the printing ink manufacturers occupied quarters on the 10th floor. Philip C. Shakespeare, Jr., New England manager, was host. Supper and refreshments were served.

The new factory covers a floor area approximately three times that of the 10th floor location. Also, additional personnel, and equipment has been acquired.

LIGHT is our business!

Peek into any lithographing, printing or engraving plant. The odds are that you'll see Strong Grafarc lamps being used in the graphic arts processes.

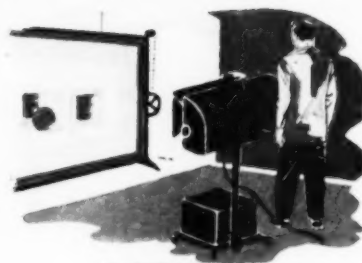
In most theatres and drive-ins, and even many schools, colleges and universities you'll find Strong-made arc lamps are used to project brilliant pictures to the screen.

In many of these theatres and institutions of learning you'll also see Strong arc and Mazda spotlights used to obtain a sparkling light on "live" shows. Colleges use them in their stadiums during "half-time ceremonies." Auditoriums, arenas, hotels and night clubs declare they have no equal. There's hardly an ice show or other traveling attraction that doesn't carry a battery of them.

Strong goes to churches and Sunday Schools wherever hymn slides are used and audio-visual religious education is at work. In those instances as well as in schools with rooms which are difficult to darken, nothing has been found to equal the Strong arc slide projector. Hotel meeting rooms use them for sales meetings and engineers conferences where large images must be projected for viewing by sizable groups. With theatres and drive-ins this projector fills a long-standing need.

On the wings of planes carrying our fighting men, again you'll see Strong products. This time it is Strong searchlights occupying the place of trust.

With Strong, designing equipment for projecting light is a science and a business. There are Strong Grafarc lamps designed for all photo-mechanical processes — printing lamps, camera lamps, photo-composing lamps and overhead printing lamps.



Send coupon today for free literature and prices.

The Strong Electric Corporation

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Please send free literature and prices on Strong Grafarc lamps.

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Lawrence S. Rapport

Rapid Names New Officers

Three new officers have been appointed by Rapid Roller Co., Chicago. Lawrence S. Rapport has been elected executive vice president; Emanuel Gurin has been named vice president in charge of production and development; and Dewey D. Kallison is now sales manager.

Mr. Rapport is a life-time resident of Chicago, and a graduate of Armour Institute of Technology. He has been with Rapid Roller since 1938, except from 1941 to 1946, when he was in the armed forces. Since then he has been general superintendent of the company's Plant No. 2. He is a member of the Chicago Craftsmen.

Mr. Gurin was formerly chief chemist and production and development manager. He has contributed to the development of the



Emanuel Gurin

modern lithographic blanket and to the application of synthetic rubber to rollers and blankets. In addition to his scientific activities, Mr. Gurin has been active in the company's labor-management negotiations. He holds a Bachelor of Science degree from the University of Akron, and is a member of several engineering and technical organizations, including the Technical Assn. of Graphic Arts, committees of the Lithographic Technical Foundation, N. Y. Academy of Sciences, Chicago Rubber Group, and the American Chemical Society.

Mr. Kallison, now sales manager, started as a salesman with Rapid Roller in 1930 and was advanced to assistant sales manager in 1949. He is a native Chicagoan.

B. P. Nilles was elected president of the company in June.

Silling Joins Von Studio

Ernest Silling has been added to the staff of Von Studio, new Chicago trade shop, as a process artist, it was announced last month by Lester von Plachecki, proprietor. Mr. Silling, who is 72, was employed for over 25 years by the Regensteiner Corp. until placed on the retired list last September. After ten months of retirement, however, he decided to go back to work.

Adds Small Press

Doolittle & Co., Inc., Chicago offset printers and direct mail service concern, added a new 17 x 22" ATF offset press to their facilities last month, it was announced by Thos. DeVries, superintendent of the offset department. Russell McKibben, specialist in direct mail service operations, he said, has been appointed supervisor of the mail department and John

Dunbar has been made manager of the list department.

The 32 year old company moved two years ago from a west side location to 400 N. Rush St., on the Chicago river bank, and a huge sign bearing company name and the words "Offset Printers and Letter Service" was immediately placed on the building's river side. It's probably the most prominently positioned sign owned by any lithographer in Chicago.

Illinois Firms Add Presses

Several Illinois lithographing firms were listed last month among Miehle offset press installations: I. S. Berlin Press, Chicago—#76 single-color and a #76 two-color; Hillison & Etten Co., Chicago—#61 two-color; General Telephone Directory Co., Des Plaines—#29; R. R. Donnelley & Sons Co., Chicago—#61; Veritone Co., Chicago—#76 two-color; R. A. Levin, Chi-

cago—#41 two-color; Photopress, Inc., Chicago—#29; and Runkle-Thompson-Kovats, Inc., Chicago—#29.

In Milwaukee, the Fakler Printing Co. put in a #36.

Install Photocomposers

Process Litho Arts, Inc., Chicago trade plate plant, completed installation recently of a Rutherford 58 x 78" photocomposing machine of the latest design, making the second of this type now operated in the company's North Kedzie Avenue shop.

Two other Chicago trade plate firms, Rightmire-Berg Co., and Superior Engraving Co., also have recently added the same type step and repeat machines, it was reported by Dewey Miro, of the Rutherford Machinery Division, Sun Chemical Corp. George F. McKiernan Co., Chicago litho and letterpress firm, also has a new Rutherford photocomposer, he said.

In Milwaukee, Wis., Mueller Color Plate Co. put in its second machine, a 50 x 60" model, and the W. A. Krueger Co., Milwaukee, was erecting a 78" model last month.

Turner Advances Sperling

Robert A. Sperling, with the firm for three years, has been appointed advertising manager of Turner Printing Machinery, Inc., Cleveland, the company has announced. The company, with offices in Cleveland, Chicago and Detroit, is said to be the largest independent distributor of printing machinery in the U. S. Joseph Wertheimer, Turner president, and Herbert Pasch, vice president, have made extensive trips through Europe to study equipment, and a large part of the company's business is based on distribution of European machinery.

Install Presses in South

William S. Henson, Inc., Dallas, recently put in a Miehle #29 offset press. The same type of press was installed by Harvey Press, New Orleans.



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TROJAN GUMMED
created especially
for either offset or
both black-and-



OFFSET ENAMEL
for labels and stickers
letterpress printing
white and full-color



Available in AAA Dextrine Gumming (#423) or Strong Gumming (#523)
to cover most sticker and label requirements—sizes 17 x 22 and 20 x 25.

The Gummed Products Company has developed Trojan Gummed Offset Enamel to provide a high-gloss, smooth-finish sheet for lithographers and printers for use on finest quality label work, requiring an especially fine printing surface to bring out

the best features of any reproduction, including the most difficult color work.

It is ideal, also for letterpress printing on all types of presses, being perfectly suitable for multi-color, high-gloss ink printing.

Your Trojan paper merchant will gladly send sample sheets on request.

THE GUMMED PRODUCTS COMPANY

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Atlanta • Chicago • Cincinnati • Cleveland • Los Angeles
New York • Philadelphia • San Francisco • St. Louis

Heads Ideal Minneapolis Office

Calvin R. Garner (right) has been appointed manager of the new branch sales office of Ideal Roller & Mfg. Co., in Minneapolis, the company announced in July. The office is located at 7332 Fifth Ave., S.



Paper Mfrs. Appoints Colton

Paper Manufacturers Company, Philadelphia, gummed paper manufacturers, has appointed Colton Paper Co., Inc., San Francisco as representative on the Pacific Coast north of Bakersfield, Cal. Louis A. Colton, president of Colton Paper Company, Inc., has been in the Paper business for over 50 years and until recently was director of purchases for the Zellerbach Paper Co.

This arrangement does not change the status of James E. Romar who is responsible for all of the Pacific Coast business of Paper Manufacturers Co. Mr. Romar will continue to sell all of the company's products except their line of gummed paper in Northern California and all of the company's products in Southern California.

Driscoll Appoints Distributors

Martin Driscoll & Co., Chicago ink manufacturers, has announced the appointment of two more distributors. In the Kansas City area the Driscoll line will be handled by Lawrence Litho Supply, and in Dallas, Monk Bros. will represent Driscoll in Texas.

Great Western Printing Ink Company, an affiliate of Martin Driscoll & Co., has opened a San Francisco Branch at 228 Jackson Street. This office is under the direction of R. A. Haskell.

Changes at Alling & Cory

Richard M. Harris, president of The Alling & Cory Co. has announced the following appointments: Monroe G. Bingeman, manager of the Buffalo division, and A. Robert Patchen, manager of the New York division,

have both been elected vice-presidents of the corporation.

In Buffalo, Albert G. Novy has been made sales manager of the fine paper department, and he will gradually turn over his responsibilities as head of the envelope department to Allen W. Rider.

H. Kenneth Weed has been named assistant division manager in New York. Raymond L. Henderer becomes sales manager with Walter H. Vogel as his assistant.

Russell C. Vollmer has been appointed manager of the industrial paper department in Harrisburg and Robert Breen has been made manager of the same department in Utica.

Joins Excella Press

Murray Schramm has been promoted to vice-president in charge of sales for Excella Press, Inc., large Chicago printer, according to Milton Feldmar, president. Schramm, with the company for six years, was formerly with the Lionel Corporation.

Heads Natl. Advertising

Election of James L. Hayes as president of National Advertising Co. of Waukesha, Wis., was announced July 20. Mr. Hayes succeeds Herbert P. Buetow, recently-elected president of Minnesota Mining & Manufacturing Co. National Advertising Co. is a wholly-owned 3M subsidiary.

Stone Age Stuff



"Claims he's a black and white cameraman."

Modern Lithography

*"Doing business without advertising
is like winking at a girl in the dark...
You know what you are doing, but
nobody else does".*

This saying probably is so well known because it's so true. Don't wink in the dark to lithographers if you have supplies, equipment or services which they need. Tell them the story through regular advertising in the lithographic industry's largest ABC paid-circulation magazine.

Full information and rates on request.

MODERN LITHOGRAPHY

175 Fifth Avenue, New York 10, N. Y.

Craftsmen Ready for Convention Plans for Dallas

FINISHING touches were being put on the program last month for the 34th annual convention of the International Assn. of Printing House Craftsmen at the Adolphus Hotel, Dallas, Texas, September 13-16.

The program outline (published in *ML* in July, page 44) includes an offset clinic on Monday, Sept. 14. Under the chairmanship of Tom Mahoney of the Regensteiner Corp., Chicago, second International vice president, the clinic is to include the following talks: "Dry Offset", by Bernard Sears, Graphic Arts Corp. of Ohio; Application of Electroplating Techniques in Multi-metal Offset Plates", G. N. Martin, The Steck Co., Austin, Tex.; Process Color for Small and Medium Size Lithographers, by Loren W. Kennedy, Kel Litho Artists, Inc., Wichita, Kan.

On Wednesday, an air conditioning clinic is scheduled which will be of

interest to lithographers. Dr. Paul J. Hartsuch of Interchemical Corp., Printing Ink Div., will speak on "Air Conditioning and the Offset Process"; and R. A. Gonzales, Chrysler Airtemp Div., Dayton, will discuss the "Hows and Whys of Air Conditioning". M. W. Brown, American Blower Co., Dallas, is to talk on "Air Conditioning and the Graphic Arts".

Other clinics and sessions will cover composition, makeready, letterpress plates, club management, Printing Week plans, small shop operation, and other subjects.

A golf tournament is scheduled for Monday, and the annual banquet is Wednesday evening. Also on the agenda is a Texas rodeo, and other entertainment for both men and ladies attending.

Gordon Holmquist, Cole-Holmquist, Inc., Los Angeles, is International president.

Kistler Opens New Plant

Linton Kistler, Los Angeles lithographic artist and stone printer, has opened a new plant at 1653 W. Temple St., and will install two Miehle 25-38 offset presses for trade production in September. Mr. Kistler intends to retain two of his litho transfer hand presses for reproduction of the work of leading Western stone artists. He also plans to add platemaking equipment, both surface and deep-etch.

Add Small Presses in West

Several California firms were listed in July by the Miehle Printing Press & Mfg. Co., among those which recently installed offset presses. They include: Neal, Stratford & Kerr, Inc., San Francisco; Mike Roberts, Color Reproductions, Berkeley; Koltun Bros., Lithographers, Los Angeles; Central Lithographing Co., Los Angeles; Griffin Patterson Co., Glendale; Master Cartons, Inc., San Gabriel; Kerr Lithographers, Inc., Goleta; and Stewart Bowie, Los Angeles. All were #29 offsets.

New Coast Plant for "This Week"

Construction of a 40,000-square foot one-story reinforced concrete plant near Los Angeles International Airport for production of *This Week*, supplement for five Western newspapers, will be started immediately for Alco-Gravure Division of Publication Corp. of New York. Alco-Gravure already has plants in Hoboken, N. J.; Chicago, Ill., and Baltimore, Md.

The plant will be built to provide for expansion of the pressroom and paper storage facilities as needed. The pressroom and paper storage departments will have 22-foot ceilings, with offices, preparatory departments, machine shops and locker rooms having 12-foot ceilings. Some departments will be air-conditioned. There will be parking space for 100 cars.

Location of the plant is a half-mile from the airport, and is on a railway siding. The Sunday supplement has a Western circulation of 2,000,000, and a total output of 24,000,000 in 33 newspapers from coast to coast.

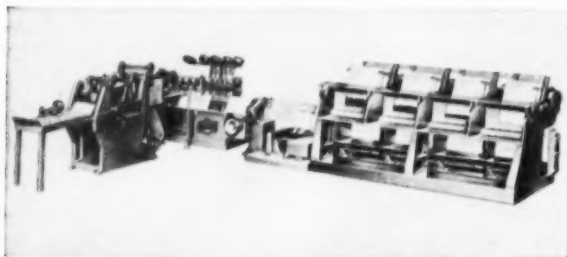


Harris Plans Dallas Housewarming

Texas-style housewarming at Harris Seybold's new Dallas office is in store for the Craftsmen who attend the 34th annual convention this year. Making plans to welcome the delegates at his new quarters at 1808 Hi-Line Drive is Herb Asten (left), Harris Seybold's Southwestern branch manager. On the other end of the banner is Hal

Dahlgren, a Harris sales representative. Polishing the new "Harris Seybold" sign on the building is Anthony DeLauro, service representative, while Elizabeth Thames, secretary, steadies the ladder. Dallas personnel missing from the picture are Edward Pollack, service representative and Clifford Templeton, shipping clerk.

This combination cuts gathering and stitching costs as much as 50%



The McCain Signature Feeders, Christensen Gang Stitcher and McCain Three-knife Trimmer

This combination of three machines, coupled to form an integral unit, feeds the signatures, saddle stitches and trims the booklets or magazines in a single, continuous operation, at speeds of up to 7,500 completed books per hour.

The feeders are built in units of two, three or four stations, line-assembled to handle any desired number of signatures, which may range in size from $5\frac{1}{4} \times 7''$ to $11\frac{1}{2} \times 16''$.

An extremely accurate caliper, adjustable to operate at any point in a 7" range, detects and rejects gathered booklets with the wrong number of pages. If book is too thick or too thin, stitcher heads will not operate and the imperfect book is diverted to reject table without stopping the machine.

This Christensen-McCain three-machine combination breaks the bindery bottleneck, steps up production and brings down gathering, stitching and trimming costs as much as 50%. No time is wasted between operations and floor space is saved since there are no skids of work awaiting the next operation.

The three-knife trimmer is automatic and fast, taking the books singly and trimming three sides with unexcelled accuracy. It handles books up to $\frac{1}{4}''$ in thickness. A heavy duty special is available to trim books of $\frac{1}{2}''$ thickness.

Our representative is ready to give you figures showing the economies you may expect from this combination. Circular giving more detailed information will be sent on request.

Dexter Folder Company
General Sales Offices

330 West 42nd Street, New York 36, N. Y.
Boston, Philadelphia, Washington, Cleveland, Chicago, St. Louis
Agents in principal foreign countries

GELB DEMONSTRATES...



GELB IMPROVES UPON GELB

See the new remarkable advances on Gelb advanced engineering at the NAPL Convention. Here's equipment that's setting the pace for the industry.



Gelb
Color
Masking
Reproducer



Precision
Line-Up
&
Register
Table



One-Hand
VF
Operated
Vacuum
Frame



Litho
Plate
Whirler

BOOTH 44 NAPL CONVENTION

Complete Line of Photo-Mechanical Equipment

Write for Complete Literature



Jos. Gelb Company

356 West 40th Street • New York 18, N. Y.
Tel. BRyant 9-5071



New officers of the Pacific Society of Printing House Craftsmen were elected at 28th annual conference in Pasadena, Calif., late July. Left to right: Gordon Holmquist, Los Angeles, president International Association, installing officer; Kenneth Comfort,

Seattle, new president Pacific Society; Fred Snyder, Phoenix, Ariz., first vice president; Reaugh Fisher, Los Angeles, second vice president; and George Martin, Portland, third vice president.

See New Color Boom Resulting from Color TV

With the coming of color television, lithographers and letterpress printers who prepare for the new era in the graphic arts will leave their less enterprising competitors behind, some 400 members of the Pacific Society of Printing House Craftsmen were warned at their 28th annual conference in Pasadena, Calif., late in July.

The speaker was Karl Hoffman, who addressed a well-attended offset clinic conducted by Fred Snyder, second vice president of the society, of Phoenix, Ariz. The conference, held at the Huntington Hotel, was opened by Allan Clark of Vancouver, B. C., president of the organization. At the annual election of officers, Mr. Clark was succeeded as president by Kenneth Comfort, of Seattle. Fred Snyder moved up to first vice president; Reaugh Fisher, Los Angeles, general chairman of the conference, became second vice president. George Martin of Portland, Ore., became third vice president.

Use of the scanner to insure accurate color values was urged by Mr. Hoffman, who predicted that the demand for color in advertising and illustrations will boom immediately when color comes into the living room via television. It will come so fast and the demand multiply so many times that the merchant will be looking for any source of the new selling aid he can find.

Time, Inc., RCA, Eastman Kodak and other big companies have devoted much time and money to research

and development of the new age of color, the speaker said. The color scanner will prove an invaluable aid in preventing errors in color work, he asserted.

Gordon Matson of Los Angeles conducted a "Club Betterment Clinic" which brought varied suggestions from delegates of Western groups.

Photo-composition is the first major development in the graphic arts since the invention of movable types, and offers reduced costs, faithful reproduction and faster output, said Peter Neilsen in a talk on this type of composition. The speaker believes stereo is on the way out and that rubber and new litho plates will be part of the dry offset picture. Ernest Jones traced the history of platemaking from the first patent on a bimetallic plate in 1853 to the latest reproduction surfaces which, he said, have been speeded by elimination of grain, and replacement of chemical action by polymetallic plates. Nineteen different types of plates introduced in recent years were described. Modern advertising uses lavish proportions of white space (as high as 85% in some ads), with subtlety in the details, Paul Giesey reported in a talk on "The Artist and the Typographer." Mixed faces are used in advertising in the West more than in the East, he said. While something can be done about inculcating taste in typography, he said, type tastes are developed rather than taught.

Other speakers included Fred Lawton, president of the Los Angeles Club; Gordon Holmquist, president of the International Association; Richard Hoffman, Tommy Tomasini, Newell Smith, M. C. Graham, Harry Porte, Larry McCollum, Lee Augustine and Tony Whan.

Mr. Holmquist installed the new officers. Mrs. Gladys Kerr was in charge of the ladies' auxiliary portion of the conference.

3-D Printing Hits Newspapers

The *Los Angeles Times* in July published third-dimension advertising in a series of six full pages for a downtown department store which the newspaper hailed as the first ever published in a metropolitan daily. Subscribers found a pair of paper-framed goggles, one lens of which was red, the other blue, in their delivered newspapers. Viewing the advertisement, printed in red and blue, through the goggles gave the illusion of natural depth, and changed the colors to back and grayish white.

The photography was done by a Hollywood studio which built a special camera, with twin lenses, to produce the prints from which the printing surfaces were made. The images were imposed, one on the other, slightly out of line, so that to the unaided eye the picture appeared fuzzy—like a 3-D movie without glasses. Use of the goggles brought them into focus and gave an impressive illusion of depth.

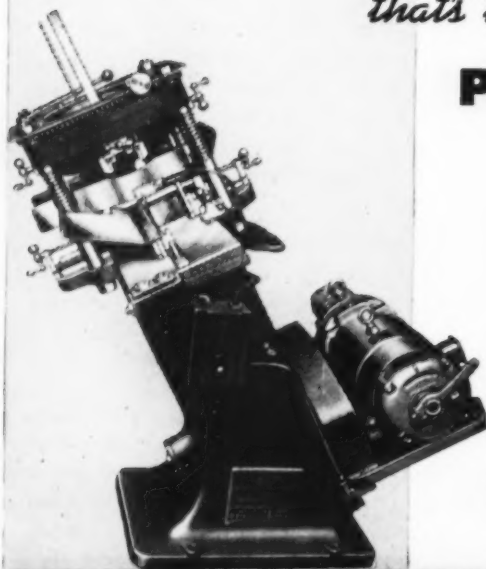
Graphic arts people in Los Angeles hailed the experiment as a stride in technological progress, and said the idea could be adapted easily to lithographic as well as letterpress printing. Norman Chandler, publisher of *The Times*, has been swamped with inquiries from other publishers and advertisers throughout the country for information.

The Waukesha, Wis., *Daily Freeman*, claims to have been first with a 3-D ad (run on June 12). St. John Publishing Co., New York, recently announced a line of 3-D comic books which require use of the cellophane goggles to bring out the illusion of depth.

300,000 labels per hour

that's the production score for the

PMC Die Cutting Machine



This machine is the answer for speed, accuracy and dependability on long or short runs. PMC Die Cutting Machine cuts any label from 1" to 6" square with hollow dies. Its heavy construction reduces wear and dies are protected for more production per grind. Die changes can be made in only a few minutes—idle cutting time is greatly reduced.

The PMC Die Cutting Machine is used not only for die-cutting labels but for high speed round cornering of small booklets; trimming fancy shaped advertising novelties, tags, discs and other specialty work.

Write today for complete information

THE PRINTING MACHINERY COMPANY

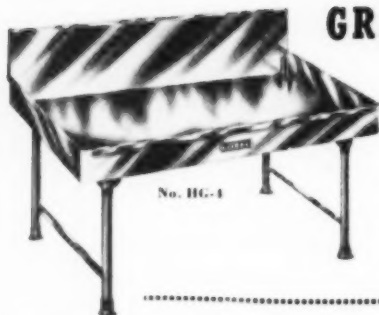
436 Commercial Square, Cincinnati 2, Ohio • 23 E. 26th St., New York 10, N. Y.

Production Dividends Assured...

with

LEEDAL

STAINLESS STEEL GRAPHIC ARTS PROCESSING EQUIPMENT



No. HG-4

HEAVY DUTY SINKS

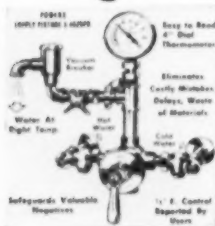
18 Gage—High Lustre—Satin Finish Stainless Steel. Heli-arc welded joints. 1½" Stainless Steel drain with removable stainless steel standpipe. Underside of sink coated to minimize sweating. Stand is reinforced welded pipe leg construction with adjustable floor flanges for levelling. Available with or without back splashwall. Stand coated with rubber base, acid resisting enamel.

OFFSET PLATE TROUGH

Sturdy gage. High-lustre satin finish Stainless Steel. Complete with stand, perforated spraypipe—full length of trough. 1½" stainless steel standpipe. Steel storage shelf with front and back stop. Lattice drain rack of kiln dried wood, smooth rounded corners.



No. PT-4



by POWERS

For SPLIT ACCURACY TEMPERATURE CONTROL. Correct processing of film and plates insured with precise control of water temperature—automatically mixes water to any temperature required—60-125° F. Temperature remains constant regardless of fluctuations of pressure or temperature in supply line. Failure of cold water supply instantly shuts off delivery.

CUSTOM BUILT EQUIPMENT MADE-TO-ORDER

HEAVY GAGE TRAYS

18 Gage, high-lustre satin finish stainless steel. Heli-arc welded joints. One piece construction. Tapered sides for nesting trays in storage. Rounded flanged rim for safe handling.



No. WH-4

SEE YOUR SUPPLY HOUSE REPRESENTATIVE OR WRITE TODAY FOR ILLUSTRATED CIRCULAR No. L249
LEEDAL STAINLESS STEEL PRODUCTS, INC., 2707 South Wells Street, CHICAGO 16, ILLINOIS

Einson-Freeman Launches 4 Color 3-D Lithography

AVAILABILITY of 4-color "Compatible 3D" for advertising application was announced Aug. 4 by Sam Gold, vice-president of Einson-Freeman Co., Long Island City, N. Y. creative lithographers. It is exclusive with Einson-Freeman which also uses conventional 2-color 3D processes, said Mr. Gold.

"This new 4-color 'compatible 3D' climaxes the rise of conventional 2-color 3D processes as a dynamic new force in advertising," Mr. Gold said.

Einson-Freeman's 4-color "Compatible 3D" is the invention of former Hollywood art director Otto Luther. He is now with the company as coordinating consultant.

Specifically, according to Mr. Gold, "4-color 'Compatible 3D' overcomes one limitation of conventional 2-color

3D processes. Notwithstanding the sales making impact of 2-color 3D advertising, it is useless without 3D viewing 'specs'. The 'specs' are dispensable with 4-color 'Compatible 3D', he reported.

"A 4-color 'Compatible 3D' picture viewed without 'specs' is seen as a normal, two dimension picture. A 2-color 3D picture viewed without 'specs' is seen as a blurred scramble," Mr. Gold explained. "With glasses, of course, both 4-color Compatible 3D and conventional 2-color 3D pictures have form, substance and third dimension."

Because of what Mr. Gold terms its 'dual viewability,' 4-color 'Compatible 3D' "has many possible advertising applications that are denied to the conventional 2-color 3D process."

"Four color 'Compatible 3D' is particularly useful for window and counter displays with or without viewing 'specs'. However, it is in the field of premiums, comic books and direct mail advertising that 4-color 'Compatible 3D' opens the widest

horizons to advertisers," Mr. Gold said. He asserted that the new process could have been offered to advertisers months ago, but that it was kept under wraps until it had passed all laboratory tests, and pilot manufacturing tests.

In addition to its 4-color 'Compatible 3D' process, Einson-Freeman employs conventional 2-color 3D processes "including 3D stereo photography and pen-and-ink anaglyphs," Mr. Gold said.

45 Years With Donnelley

Albert H. Schlag, noted typographic designer, rounded out 45 years in the employ of R. R. Donnelley & Sons Co., Chicago, last month. A veteran member of the company's 25-Year Club, Mr. Schlag was enrolled in the first Donnelley apprentice training class and graduated as a compositor. Later he moved to the design department, where he has served for the past 31 years and has become one of the company's top authorities on book typography and style.

Confer on Apprentices

The first North American Conference on Apprenticeship Training was to be held at the U. S. Grant Hotel in San Diego, Calif. commencing August 6th. Richard Bovard, general manager of the Cuneo Company's gravure division at Vernon, Calif., was chairman of the graphic arts panel.

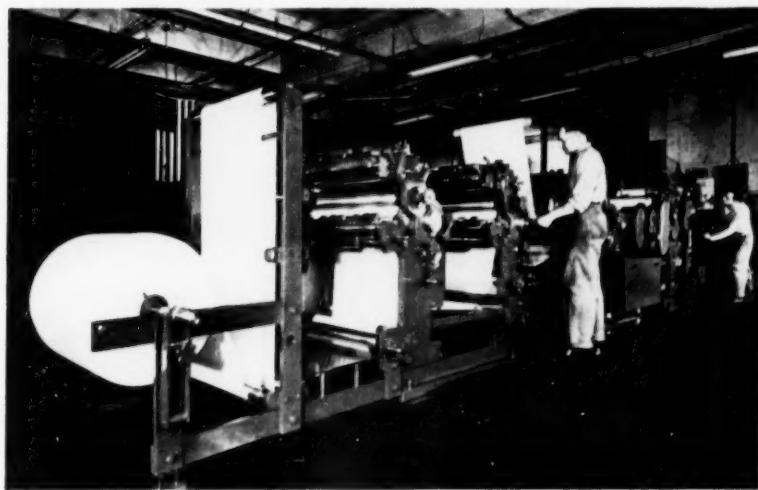
Representatives from the industry, unions, and schools in both the United States and Canada were to participate. Serving as "Management Consultant" to the panel is Luis A. Ireland, secretary of the San Francisco Employing Printers, and a member of the State of California's Apprentice Training Council.

Heads Phila. Jr. Execs

William W. Mason, of John C. Meyer & Son, has been elected president of the Junior Executives Club of Philadelphia. He succeeds George H. Braceland, of Braceland Brothers, Inc.

W. Va. Firm Incorporates

Lithographic Trade Service Corporation, Princeton, W. Va., general lithographic business, has been granted charter of incorporation listing capital stock of \$5,000. Incorporators: E. I. Hartley, R. A. Hartley and K. W. Hartley, all of Princeton.



Calif. Firm Gets Web Press

American Type Founders Mount Vernon Division recently installed its seventh webbed offset press in the printing plant of Schwabacher-Frey Co., San Francisco forms printers. The new press, above, of special design and construction, is engineered to operate at 15,000 cylinder revolutions per hour when delivering forms in rolls. It is designed to deliver zig-zag forms up to 10,000 cylinder revolutions per hour, depending upon the weight of the stock.

The new Schwabacher-Frey press, built for tabulating and business machine forms,

prints a 26" wide web on cylinders of 22" circumference. It is equipped with two offset printing units, one of which will print either front or back of the web, and a rubber plate printing unit for strike-in imprints or a third color. It has two numbering units, a teletype or line hole punching unit, two file hole punching units and two cross perforator units. It will also perforate lengthwise or vertically and slit the web to any desired width. The press includes a jump perforator arrangement.

Delivery equipment consists of a rewind unit of the drum type, and a drum type zig-zag folder for 11" forms.

"CHAMPION" BEATS ALL!

Original & Improved FEATURES

- ★ Recirculating pump equalizes sink water temperature by forced flow of water around and under developing trays.
- ★ Will maintain separate desired temperatures for sink trays (heating and cooling) and for storage compartment (cooling) to within 1 degree of setting.
- ★ Equipped with latest type G. E. hermetically sealed, trouble free refrigerating unit; operating cost is less than \$2.00 monthly.
- ★ In operation a continuous flow of water is not required. Result: no water wasted.
- ★ Disposal trough for tray contents in back for convenience.
- ★ High back splash, sink aprons, etc. constructed of polished stainless steel, heliarc welded.

#1	3 Trays	20 x 24 Film Size	32 1/2" x 74"
#2	3 Trays	26 x 30 Film Size	39 " x 93"
#3	3 Trays	30 x 40 Film Size	49 " x 105"

and other sizes available for your special requirements.

TEMPERATURE CONTROLLED DEVELOPING SINKS



SOME OF THE USERS

Jahn and Ollier Engr. Co.,	(2)
Chicago	
Gugler Litho. Co.,	(1)
Milwaukee	
Horan Engraving Co.,	(5)
New York	
Arrow Engraving Co.,	(1)
Cleveland	
Central Type Setting Co.,	(3)
Chicago	
Conner Lithographers,	(1)
Detroit	
Hall Brothers,	(5)
Kansas City, Mo.,	
A. L. Gerber Co.,	(1)
Ashland, Ohio	
Marathon Corp.,	(1)
Neenah, Wisc.,	
Eastman Kodak Co.,	(2)
Rochester, New York	
Eppen Litho. Co.,	(1)
Omaha, Nebr.,	
Atlanta Litho. Co.,	(1)
Atlanta, Ga.,	
Crane Howard Litho Co.,	(1)
Cleveland, Ohio	
Leo Hart Co.,	(1)
Rochester, N. Y.,	
Gulbenk Engr. Co.,	(1)
Nashville, Tenn.,	

DISTRIBUTORS

Bridgeport Engravers' Supply Co.
Harold M. Pitman Co.
E. T. Sullabarger Co.
Roberts & Porter, Inc.



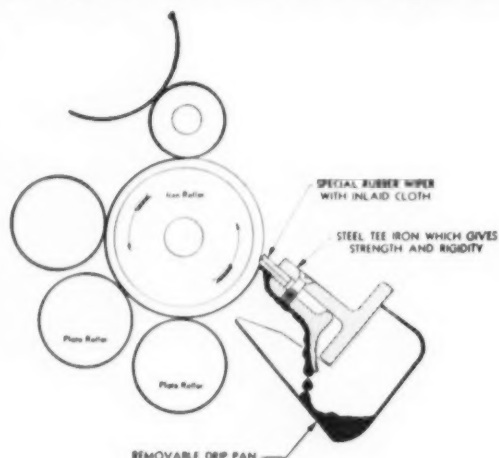
H. SCHMIDT & CO.

ESTABLISHED 1891

317 S. Paulina St., Chicago 12, Ill.

Seeley 3-0404

Are You Interested in the CLEANEST and Most Complete Press Washup in the SHORTEST POSSIBLE TIME?



Then you will want the International Press Cleaner, which time has proven to be the best.

We now manufacture efficient cleaners for the following makes of presses — Harris Offset and Rotary, Miehle Offset and Rotary, Hoe Tin Decorating, Ebco and Webendorfer.

Leading lithographers, and metal decorating establishments have made our cleaners standard equipment in their pressrooms.

We are ready and willing to back up our claims with a 30 Day Trial of our cleaners. Write and let us know the size and make of your press.

THE INTERNATIONAL PRESS CLEANER & MFG. CO.

112 HAMILTON AVENUE

CLEVELAND 14, OHIO

Miller Appoints

E. Hale Hamilton and Carl Standatfer have been assigned to the New York office of Miller Printing Machinery Co. as sales representatives, according to an announcement by A. E. Searle, Jr., vice-president and sales manager for Miller. Mr. Hamilton will replace Everet Harris, who has been made the Miller representative in Cincinnati, Ohio, and Mr. Standatfer will fill a vacancy which has existed for some time.

Harry J. Deck recently assumed his du-



E. H. Hamilton



Harry J. Deck



Carl Standatfer

ties as a sales representative for Miller in Chicago. He previously had been associated with Montgomery Ward & Co., where he helped to produce their catalog; and more recently was an officer of the Chicago firm, Commercial Illustrators, Inc.

Education Council in Meeting

Representatives from all segments of the graphic arts industry were to meet in Cleveland August 6 with the Education Council of the Graphic Arts Industry to develop a program designed to interest and recruit qualified young people to select the graphic arts industry as their vocation. This meeting, under the chairmanship of Lawrence Meyerson, Bond Printing and Engraving Company, Cleveland, was to bring together printing trade association representatives from all parts of the country who are interested in solving the manpower problems of the industry.

The major purpose of this meeting is to provide a nationally co-ordinated approach and program in the recruitment efforts of the various local printing trade groups. Plans were to be discussed for cooperative action in the publication of literature to be distributed to young people, their parents, youth leaders, vocational guidance counsellors and industrial arts teachers. The part that this particular program plays in the over-all plans of the Education Council to develop an educational system for the graphic arts industry was to be presented by Emil Mueller, of Edward Stern and Co., Philadelphia, who is chairman of the Education Program Committee of the Council.

On August 20, the officers of the Education Council will meet in New York to hear reports of progress on the projects undertaken during the past year and to plan next year's program. Reports will be presented on

the sale and utilization of the Council's recently published "Safety Manual for the Graphic Arts Industry," the survey of printing schools throughout the country, the survey of instructional manuals on typesetting equipment, the proposed publication of a "Manual on Presswork," and a textbook for use by industrial arts teachers in conducting graphic arts training. Other projects to be discussed are the development of basic recommended graphic arts courses in schools and colleges, sponsoring of locally conducted graphic arts industry manpower need surveys, and the formation of local industry-education advisory committees to carry forward the objectives of an educational system for the graphic arts industry as developed by the Council.

Ted Roosevelt, Sun Chemical, Dies

Theodore Roosevelt, technical director of Sun Chemical Corp., Long Island City, N. Y., died in a Connecticut hospital July 1. He was about 45. He joined the company in 1936 as a chemist in the laboratories, and worked in various ink divisions. He later was chief chemist and plant superintendent for Eagle Printing Ink Div., and then was technical assistant for the General Printing Ink group.

Issues Comprehensive Brochure

A brochure, lithographed in two colors by National Advertising Mfg. Co., Philadelphia, was issued recently by Robert E. Lamb & Son, Inc., that city. The booklet, on heavy, rough-finish stock, comprises a pic-

ture story of big construction jobs completed by the Lamb organization.

The copy was prepared by Richard Roley, Philadelphia advertising and public relations agent, working with National Advertising. He reported that the job was bid on by several printers who prepared speculative copy, but that National Advertising obtained the job by recommending that the entire copy preparation work be handled professionally, based on market research.

Natl. Process Building Leased

The Clifton, N. J. building, formerly occupied by National Process Co., has been leased to Curtiss-Wright Corp. for a long term. National Process which acquired the 156,000 square foot building from Wright following World War II, recently became a part of Western Printing & Lithographing Co. of Racine, Wis.

Camera and platemaking facilities of National Process were moved to a building in Carlstadt, N. J., following sale of the company's presses.

Butterick Adding Space

Construction work has started for a \$27,000 warehouse and storage addition at the western end of the Butterick Company, Inc., plant in Altoona, Pa. J. W. Kelly, superintendent of the Butterick plant, said that the firm is preparing to get a new press. The new press will encroach upon the present bindery. With the completion of the new storage facilities, the bindery will be moved to the present storage area.

Natl. Carbon Appoints Johnstone

The appointment of J. R. Johnstone as manager, carbon product sales department, has been announced by National Carbon Company, a division of Union Carbide and Carbon Corp.

Mr. Johnstone graduated from the University of Illinois in 1933 with a B.S. degree in Electrical Engineering and has been with National Carbon Company since 1937. He has been engaged in various sales and administrative functions.

NEUSEL'S

From Coast to Coast Lithographers are switching to

NEUSEL'S FINE

DEEP-ETCH CHEMICALS

The Finest and Most Economical Deep-
Etch Chemicals on the Market Today

Guaranteed Service and Uniformity

H. NEUSEL'S CHEMICALS 1724 GREENLEAF AVE. CHICAGO, ILL.

TRY THEM

SERVICE PLUS QUALITY! HAS MADE OUR PLANT THE WORLD'S LARGEST

We Specialize in all sizes
MULTILITH and DAVIDSON PLATES
3M ALUMINUM PRESENSITIZED PLATES



All sizes ZINC and
ALUMINUM PLATES
UNGRAINED-GRAINED-REGRAINED



35-51 Box Street

Tel. EVERgreen 9-4260-4261

Brooklyn 22, N. Y.

Hughes Heads POPAI Group

George P. Hughes, vice-president of Kindred, MacLean and Co., Long Island City, N. Y., was named chairman of the trade relations committee of the Point-of-Purchase Advertising Institute, for the coming year, in an announcement made in July by Wm. L. Stensgaard, W. L. Stensgaard & Associates, Chicago, POPAI president.

Serving on POPAI's trade relations committee with Mr. Hughes are Norton B. Jackson, executive director, POPAI, co-chairman; Stanley Wessel, Stanley Wessel & Company, Chicago; Charles Derrick, Display Manager, Pepsi-Cola Company; Don Hutchinson, Lutz & Sheinkman; Homer Johnson, Snyder & Black; J. Louis Landenberger, Ketterlinus Litho. Mfg. Co., Philadelphia; Russell J. Leander, Chicago Show Printing Co.; A. Tyler Little, Jr., Kling Studios, Chicago; Henry Wm. Marks, *Printers Ink*; Manuel Rosenberg, *The Advertiser*; and Philip Salisbury, *Sales Management*.

N. Y. Incorporations

Warren Offset Company, Inc., lithographers and printers, has been granted charter of incorporation listing capital stock of 200 shares no par value. Directors: Philomena Scurto, Solomon Rothfeld and Herbert Rothfeld, all of 11 West 42nd Street, New York, N. Y.

Artisan Litho Service Company, Inc., has filed articles with the office of the secretary of state, changing its name to Roxy Offset Corporation. Filer of papers: Jacob Weidenbaum, 39 Broadway, New York City, N. Y.

Harris Moves Dallas Branch

The branch office of Harris-Seybold Co. in Dallas recently was moved to new quarters at 1808 Hi-Line Drive, Dallas 7. Herbert A. Asten is southwestern branch manager.

Gives Course at RIT

E. G. Stacy, eastern sales manager for the Mount Vernon Division, American Type Founders which manufactures web-fed gravure and offset equipment, conducted a special course

in rotogravure for printing executives at the Rochester (N. Y.) Institute of Technology, during the week of July 13-18.

Mr. Stacy entered the field some 30 years ago as a letterpress printer but later became interested in the possibilities which rotogravure offered for printing difficult materials like metal foil, cellophane and glassine in multicolors at high speeds. For the past 15 years he has devoted all of his time to the intaglio process,

working first in the development and improvement of rotogravure cylinder engraving and later in the field of the rotogravure printing press itself.

Acquire Mission Press

Mission Press & Lithograph Co., Fullerton, Calif., recently was acquired by Mr. and Mrs. Joe L. Terrell, that city. Mr. Terrell has been in the printing business for many years.

**ONE CALL FOR ALL
YOUR PHOTO ESSENTIALS**



- Film** ✓
- Plates** ✓
- Cameras** ✓
- Paper** ✓
- Lights** ✓
- Screens** ✓
- Tissues** ✓
- Chemicals** ✓
- Equipment** ✓

....at NORMAN-WILLETS

Concentrated at NORMAN-WILLETS you'll find stocks-on-hand of photo equipment and photo materials representative of the items used by the entire Graphic Arts Industry. Each item in our giant stock is selected for its technical usefulness and quality to assure you *complete satisfaction*.

... this, plus emphasis on accurate and prompt service in filling and delivering your orders guarantees you a dependable source for all your photo needs.

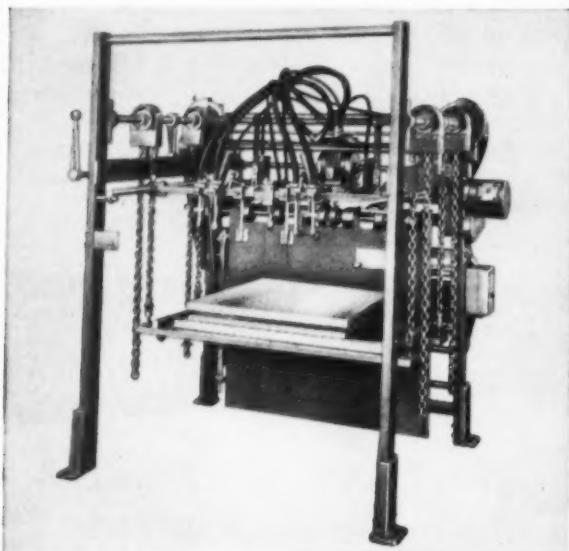
No matter whether your requirements run into thousands of dollars or just a few, make *only one call* . . . call
NORMAN WILLETS



105 N. WACKER DR.

CHICAGO 6, ILL.

Dexter Continuous Reloading Metal Sheet Feeding Eliminates Loading Time Losses



The Dexter Metal Sheet Feeder

The Dexter Metal Sheet Feeder automatically feeds sheets to press, coater, slitter or other machine. It handles stock from 38 to 24 gauge, 36 x 44" to 14 x 16", loads up to 6,000 lbs.

The feeder automatically separates and picks up metal sheets from pile and advances them to registering or feeding-in point.

Reloading mechanism eliminates need of stops to reload.

Should two sheets adhere, reject mechanism diverts them to reject tray without stopping machine or slowing down production.

Fewer stops and less tripping make for work of more uniform quality.

There is no marking or scratching of sheets.

Stock may be trucked into feeder by either electric or hand lift trucks or by means of floor load conveyors.

Special feeders can be supplied to handle up to 16 gauge, 48 x 144" and 30,000 lbs. load.

The services of our engineers and organization are available, without obligation to you, for consultation in development of automatic feeding of various types of machines used in your plant for handling tin plate, black iron or other metals in sheets.

Dexter Folder Company
General Sales Offices

330 West 42nd Street, New York 36, N. Y.
Boston, Philadelphia, Washington, Cleveland, Chicago, St. Louis
Agents in principal foreign countries

Schultz

DEEP ETCH

chemicals

Proved dependable and economical in leading litho plants for more than a decade
You too will find it profitable to standardize on Schultz Chemicals for all your deep etch requirements.

H. J. SCHULTZ

1240 W. MORSE AVE. CHICAGO 26, ILL.

Joins Strong Electric

Walter Frick (right) formerly connected with Theatre Equipment Company, Toledo, and recently in charge of the six U. S. Army post theatres at Camp Gordon, Georgia, has joined The Strong Electric Corp., Toledo, as sales and service engineer.

Mr. Frick will travel the entire country, contacting Strong dealers who handle Graflex lamps for the graphic arts industry, and other related products.



MASA Meets Sept. 26-29

The annual convention of the Mail Advertising Service Assn. is to be held in the Statler Hotel, Detroit, September 26 to 29, with a theme "The Step-Up Convention." Sessions, discussions, and talks will deal with many phases of lettershop operation, including production of direct mail by offset lithography. Some of the discussions will be separated for problems of the smaller while others will be slanted toward larger plants.

Leaves Schmidt for Agency

Paul Purdom, formerly with Schmidt Lithograph Co., San Francisco, recently joined Foote, Cone & Belding, that city.

Postal Rate Action Deferred

Action on postal rate increases was deferred late in July, probably to the next session of Congress. Hearings on the bill HR 6052, under which postal rates would be increased, were postponed by the House Post Office and Civil Service Committee. The Senate Postal Committee also had not started its hearings on similar proposals.

New Presensitized Plate

A new, presensitized, aluminum plate for offset presses, was announced August 3 by F. W. von Meister, president of the Azoplate Corp., Summit, N. J., manufacturers of Enco presensitized offset plates and chemicals. It is made in sizes up to 25 1/2 x 36".

"The new plate requires one solution for its complete development after exposure," he said. "Once the plate is exposed the solution desensitizes, develops, etches, and gums the

plate for immediate press readiness, all in one operation."

Mr. von Meister cited these additional characteristics of the plate: dimensional stability; faster processing methods, no running water is required during the processing, and a visible image is apparent immediately after the exposure. "If it is desired to ink up the plate before putting it onto the press, this can be done by the conventional method," he said. The one-operation solution desensitizer (ENCO Finisher F-1) is not flammable.

Offers Onion Skin Samples

Merchants handling the Eagle-A line of American Writing Paper Corp., now are offering a sample portfolio of the company's new Coupon onion skin paper. It is said to be suitable for such uses as permanent copies, legal papers, thin letterheads and advertising literature.

S. F. Craftsmen to Golf

San Francisco Club of Printing House Craftsmen will hold its annual golf tourney August 21st at the Green Hills Country Club.

"NATSCO PRODUCTS"



FILMS	—	CHEMICALS
PLATES	—	CARBONS
SCREENS	—	CAMERAS
WHIRLERS	—	LAMPS

A Complete Line for the Graphic Arts

NATIONAL STEEL AND COPPER PLATE COMPANY

700 S. CLINTON STREET
CHICAGO 7, ILLINOIS

653 TENTH AVENUE
NEW YORK 19, NEW YORK

IRREPLACEABLE



**Except with another
Series 7 "ALBATA"**

Enjoy the supreme satisfaction of working with "the world's finest water color brush"—Winsor & Newton's Series 7 "ALBATA". Made with scrupulous care from the Finest Pure Red Sable Hair, this brush is ideal for exacting work and brings you the extra durability that keeps your "favorite" on the job for a remarkably long time. Available in sizes 000 through 14. Remember to ask for Winsor & Newton's Series 7" next time you visit your dealer.



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FALPACO COATED BLANKS are the answer to your calendar problems

It costs you no more to standardize on Falpaco whether your calendar is to be run offset or letterpress. The Falulah Paper Company has special coatings for each process at no extra cost.

Outstanding advantages are blue-white, smooth, level coating, less tendency to curl, and maximum rigidity. They assure finest reproduction qualities.

This very attractive Chesterfield calendar was produced by offset lithography in 8 colors on Falpaco 5 ply, coated one side for offset, by the Industrial Lithograph Co., of Brooklyn, for Liggett & Myers Tobacco Co.

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PAPER
COMPANY

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Self-Adv. Deadline Sept. 11

The 1953 Printer's and Lithographer's Self Advertising Exhibition and Awards Competition has a deadline of September 11 for entries, the sponsors reminded the industry last month. Printing Industry of America and the Miller Printing Machinery Co. are co-sponsors of the competition which is open to all lithographers and all other types of printers in various size classifications. Canadian firms, also are eligible.

In addition to the classifications based on the sizes of companies, awards also are made for the best individual promotion piece and the best campaign (three or more in a series). There are no entry fees.

Prizes range from three top awards of \$1000 each for campaigns judged best in three company size classifications, to several Franklin Statuettes for other winners.

Last year winning entries leaned heavily toward offset-produced promotion material, and the exhibit was shown first at the fall PIA convention. Winning pieces later were exhibited in numerous cities throughout the country.

Full information is available from PIA, 719 Fifteenth St., N.W., Washington 5, D. C., or Miller Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa.

Acme Building New Plant

A \$100,000 modern glass, brick front addition to the three-story building of the Acme Printing Co., Inc., at Garvey Street and Revere Beach Parkway, Everett, Mass., is in the process of construction.

Construction began June 1 and plans call for completion by Sept. 1, with an open house for the trade scheduled, according to Edward Canzano, president.

The offset-letterpress firm will have 10,000 square feet in this plant, double the present area. The plant will be columnless, thereby allowing utilization of all space for printing operation. The better layout, Mr. Canzano said, will include additional equipment and personnel.

The current personnel of 60 will eventually total 100, with the follow-

ing supervisors: Francis Canzona, plant superintendent; George N. Nicholaides, foreman, offset division; Anthony Fiorentino, foreman, letterpress department, and Melvin Kie-mack, foreman, bindery.

Add Presses in New England

Installations of Miehle offset presses during recent months in the New England area were announced in July as follows: Winthrop Printing & Offset Co., Boston—#29; New England Blue Print Paper Co., Springfield, Mass.—#29; Service Plus Press, Providence—#29; and Milton Bradley Co., Springfield—#29.

A. C. Stensgaard Passes

Anton C. Stensgaard, 55, executive vice president of W. L. Stensgaard Assoc., Chicago, died July 22 of a heart attack while in New York on a business trip. He was a native of Nebraska, and joined the firm in 1946. He was a brother of William L. Stensgaard, president of the advertising display company.

Willy's in New Quarters

Willy's Plate Graining Corp., formerly located in Manhattan, now is in new larger quarters at 34-12 10th St., Long Island City 6, N. Y. Willy Aufenanger is proprietor of the concern.



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ARC LAMPS . . . TEMPERATURE CONTROLLED SINKS
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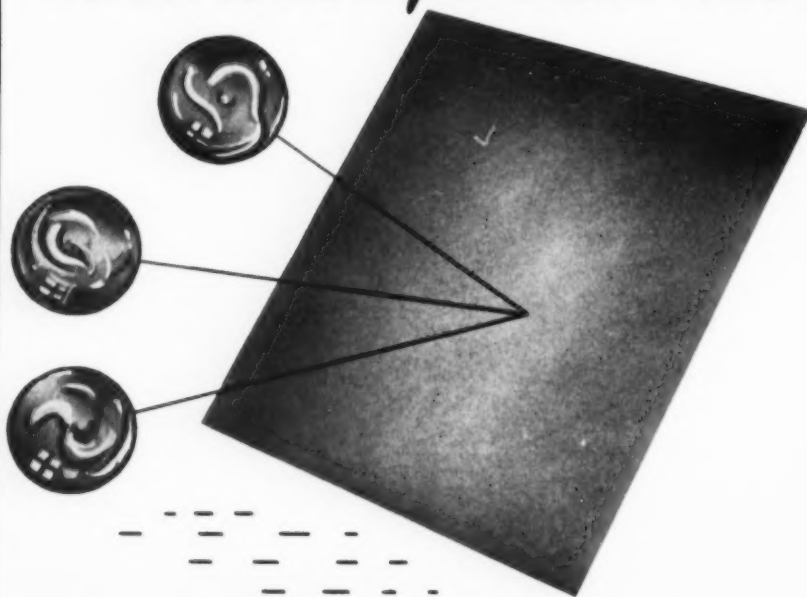
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is accepted by plate-makers throughout the country for the most exacting type of litho plate graining. AGSCO Silica is used to produce the highest quality finish by eliminating all synthetic abrasive particles imbedded in the metal.

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LTF Forums Planned for Fall in Four Cities

DEMONSTRATIONS of methods of putting good technical practices to work in a plant will be shown Los Angeles (Sept. 11-12) and San Francisco (Sept. 18-19) lithographers by means of closed-circuit television in September. The demonstrations, first of their kind on the Pacific Coast, will be part of a clinic sponsored by the local PIA Lithographers' Group in association with the Lithographic Technical Foundation. Similar demonstrations have been successful in New York, Chicago and Dallas. Members of the LTF staff who will conduct the demonstrations and answer questions from the audience will include Michael H. Bruno, Jim Martin, George Jorgensen, Gordon Wheeler, Ed Martin, Robert F. Reed, and Jack White.

Scott Matraw, of Hillside Press, chairman of the clinic, has announced the Los Angeles demonstrations will be limited to an audience of 350 lithographers. Subjects to be discussed and demonstrated in nearby litho plants will include new press wash-up methods and elimination of stripping, new light for contact printing, LTF's new pick tester, troubles with paper and how to test for them, albumin platemaking, LTF's new ungrained deep-etch plate, bimetal plates, and handling of plates on the press. For the Los Angeles two-day clinics registration made before Aug. 25 will cost \$15; after that date, \$17.50. This will include luncheon.

The Los Angeles demonstrations will be received in the Times-Mirror Auditorium, where the audience will face outward from the center of the room, looking at one of the ten 27" receivers carrying the closed-circuit show. Station KTTV will transmit the platemaking demonstration from the Times-Mirror Press plate room. The demonstrations and explanations will be kept simple to be of value to all lithographers from apprentices to skilled craftsmen.

On the Los Angeles committee for the clinics besides Chairman Matraw are Lou Gandelman, printing; Harri-

son Chandler, television; Jim Weldon, house committee; Ken Mills, equipment and supplies; Hale Luff, finance and tickets, and John Anderson, publicity.

Similar forums also are scheduled for St. Louis on October 16 and 17, and for Montreal or Toronto for some time in November.

Offers Conversion Process


Harrison Color Process, Philadelphia 21, recently introduced a new technique of plate conversion from one printing process to another. Harrison Color Process can now make conversions in reduced or enlarged size as compared with the original.

The company also announced that it has developed a new technique for the printing of gold, producing a "striking effect at a price more economical than heretofore."


SAVE TIME!

Increase Production!

by using



PLASTIC SHEETS



AND

LIGHT-ROOM EMULSIONS

Leading lithographers throughout the country are establishing new production records by using "Dyrite" and "Lofrite" Vinyl Plastic Sheets and Light-room Emulsions. Consistent, outstanding performance after years of research has made the names "Dyrite" and "Lofrite" a guarantee of the finest in plastics and emulsions. Look over the list. Start saving time and increasing production today!

VINYL PLASTIC SHEETS & LIGHT ROOM EMULSIONS

"Dyrite"
Noted for their extreme dimensional stability. Excellent for making blue lines, black prints, and stripping wherever register and color separations are required. Available in six combinations of surfaces and clarity 8" x 10" up to 51 1/2" x 150". Thickness: .005, .010, .015 and up.

CLEAR OPAQUE TRANSLUCENT
MATTE MATTE PRESS POLISHED
MATTE POLISHED

"FOSTERCOTE"
Red

The best precoated negative engraving surfaces on stable base vinyl. Sizes up to 49 1/2" x 72". Thickness: .010, .015, .020.

"OPAQUE" for use on plastic
Improved to overcome chipping and flaking off of flexible surfaces.

"INK" for use on plastic
Produces fine lines with good opacity. For pen or brush. Waterproof when dry.

If you have a particular problem, write our research lab. about it; we will gladly give you our suggestions without obligation.

Contact Your Litho Supply Dealer or

Write for FREE Catalog, Price List and Reference Manual to Department "M".

DIRECT REPRODUCTION CORPORATION

811-813 UNION STREET

BROOKLYN 15, NEW YORK

"WATERCOTE"
Color proving without press or plates. Very faithful reproduction. Detect errors before consuming costly plate and press time. Prevent "make-over" waste. Makes color positive prints on white plastic from negatives by surprinting. Colors are whirler coated. Simple, fast, inexpensive, and fool proof.

"CONTACT"
Makes artificial negatives and positives. Especially useful in work too large for the camera. Whirler coated emulsions, vacuum frame printed. Aids color isolation work and restoration of prints, halftone or line negatives or positives. Supplied in yellow, red, blue and black colors.

"BLUE LINE"
For fine blue lines and "keys." In "concentrated" liquid form. Just add 50/50 with water as needed. Saves time and money.

In "powder" form. Must be prepared in advance as needed.

"DIRECO"
Dark room film on vinyl base. Can be had in "Ortho" (fast) or "Contact" (slow) photographic emulsions; on clear, translucent or opaque base, and in .010 or .015 thickness.



To Exhibit Photo-Typesetters

Three photo-typesetting machines are to be on exhibit at the annual convention of the International Typographic Composition Assn., September 2-5 at the Mayflower Hotel, Washington, D. C., the association has announced. Intertype Corp., Brooklyn, will display its Fotosetter, which is now in mass production and in use in many parts of the country. Lanston Monotype Machine Co.,

Philadelphia, will demonstrate the new Monophoto; and Graphic Arts Research Foundation, Cambridge, Mass., will show its Photon machine.

The association's headquarters are at 1015 Chestnut St., Philadelphia.

PSA Meets Sept. 9

The New York chapter, Technical Section, Photographic Society of America, plans to resume its monthly meetings on September 9 with a talk

on Color Sensitometry by Lloyd E. Varden, technical director of Pavelle Color, New York. The place of meeting is the Engineering Society Building, 29 W. 39 St.

Rochester Litho Appoints Supl.

Appointment of C. Thomas Mitchell, (right), of Washington, D. C., as superintendent of Rochester (N. Y.) Lithograph Manufacturing Corporation a division of John P. Smith Company, Inc., was announced last month by C. L. Van Derbeqart, president.



Mr. Mitchell comes to Rochester from the Rufus H. Darby Printing Co., Washington, where he has been supervisor of the offset department. He previously served as assistant superintendent for the Montreal (Canada) Lithographing Company, and for 2½ years was engaged in research as a member of the staff of the Lithographic Technical Foundation, in Chicago.

Chicago Firm to Build

Replogle Globes, Inc., Chicago manufacturer of geographical globes, has started construction of a 1-story, modern, factory type plant at Naragansett and Cortland Avenues, to which, when completed, all operations will be moved from the present quarters at 325 N. Hoyne Ave. Containing 75,000 square feet of floor space, the building will provide additional space to handle increasing business, F. Hassler, office manager, stated. One fast growing line, he said, is metal globes on which the maps are lithographed by Caspers Tin Plate Co. Paper lithography for other globes is done by several firms. Decorating on a wide line of other metal products is also handled by Caspers, Mr. Hassler said.

Stirling Joins Champion-Intl.

Kurtz M. Hanson, president of Champion-International Company, Lawrence, Mass., has announced the appointment of Thomas L. Stirling as sales manager. Mr. Stirling comes to Champion-International from LaSalle Paper Company where he was vice-president in charge of book paper sales.

ONE! TWO! THREE! FOUR!

Practical Aids to Better Presswork

Your regular inks will print better—under all conditions—when you add these ink conditioners, according to simple directions. Results are uniform and positive! Your inks are always at printing peak. Many press troubles vanish!

Makes
Good Ink
Better

"33" INK CONDITIONER

For letterpress. With "33", presswork improves noticeably. Colors pop out with greater brilliancy. Halftones stay "sharp, clean, and open". Picking and tackiness are eliminated. Increases affinity of ink to paper. Makes good ink better.

"O-33" INK CONDITIONER

Developed particularly for litho and multilith. Similar in all qualities to "33". Saves time in wash-up. Smaller spray volume required. Ink flow is uniform . . . less adjusting is required. Fewer re-runs are necessary.

"600" INK CONDITIONER

It does for light-bodied inks what "33" ink Conditioners do for normal inks. You get greater overall print quality. Added bulk provides 15% to 30% greater coverage—at little extra cost. Unexcelled with gloss inks.

GLAZCOTE INK CONDITIONER

Makes your REGULAR inks scratchproof. Glazcote assures a tough, glossy, abrasion-proof finish. Add in small amounts, according to simple directions. It's a proved answer to one of printing's most troublesome problems. Try it in your shop.



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8 LB. TRIAL ORDER:

If our Ink Conditioners do not satisfy you completely, return the unused portion at our expense!

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Litho Club

NEWS

Dallas Holds Post-Mortem

A post-mortem meeting to discuss the recent Southwestern Litho Forum was planned by the Dallas Litho Club at its July monthly meeting. A panel was composed of Glenn Pine, Bennett Printing Co.; Ira Ethelton, Southwest Printing Co.; Bill Curry, Robert Wilmans Co.; and Tony Grissom, Jarvis Printing Co. Walter Tew was scheduled as moderator.

Talks on Air Conditioning

J. R. Lewis of Walton Laboratories addressed the July 9 meeting of the Twin City Litho Club on the subject of air conditioning in the offset plant. He discussed temperature and humidity control, and the extremes of temperature in the Twin Cities were considered in relation to air conditioning.

About 39 members and guests attended the meeting which was held

in Minneapolis at the Covered Wagon.

The club's summer outing was held in June at Mille Lacs, and Edward Sorenson of the club reports that it was a success even though "not too many fish were caught." The club's next meeting was to be held August 6 at the Criterion Cafe in St. Paul.

Four men were nominated as delegates to the 1954 convention in New York of the National Assn. of Litho Clubs: Robert Batten, Harold Smith, Herman Goebells and Bud Marshall.

Capital Resumes in Sept.

Regular monthly meetings of the Washington Litho Club are to be resumed on September 22, according to the club's schedule. The group also is planning a ladies night dinner dance for the fall season, and plans for this event are to be announced later.

Conn. Outing Is Aug. 22

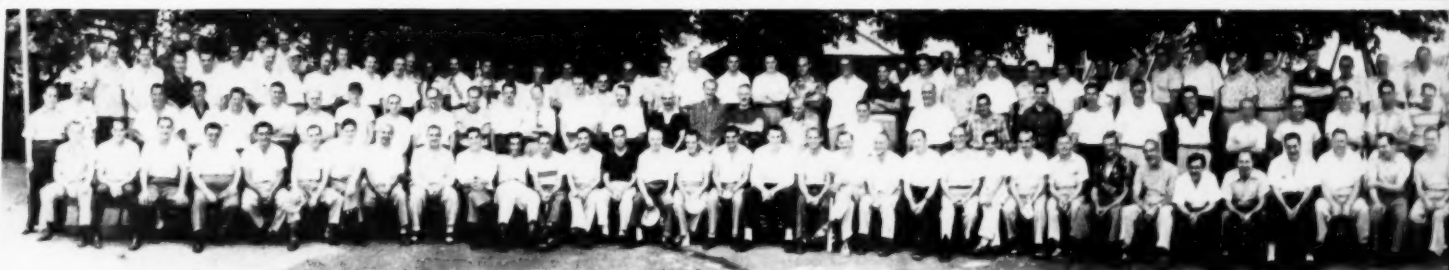
The Connecticut Valley Litho Club is planning its annual outing for Saturday August 22 at Turner Park, Longmeadow, Mass., near Springfield. A clambake is to be the feature, in addition to various sports and games.

The club's opening fall meeting is scheduled for Friday, October 2 in Hartford, according to Robert Ervin, Mairson Label Co., Meriden, Conn., club president. No meeting is planned for September, he said. Other meetings will be held on the first Fridays in November and February.

Gramstorff Joins Warren

Chester Gramstorff (right) has joined the Lithographic Division of S. D. Warren Company to supervise the sale of special products. For the past two years Mr. Gramstorff has been supervisor of the offset department at Sanderson Brothers in North Abington, Mass. Prior to that he was associated with the Alpine Press of Boston for 17 years and was foreman of the offset department from 1945 to 1951. Mr. Gramstorff will make his headquarters in Boston.

He is secretary of the Boston Litho Club.



N. Y. Club Holds Outing

In spite of a heat spell which pushed the temperature well over 90, attendance at the annual outing of the Litho Club of New York reached about 170. The event was held Saturday, July 18 at Platt Deutsche Park, Franklin Square, Long Island.

Major event of the day was the bowling sweepstakes which was won by Halg Zotian of Barten Press, Newark, N. J. The next five in order of finishing were Art Tarling, Willmann Paper Co.;

R. Ross, G. H. & J. B. Siebold, Inc.; Leo Bilancia, Georgian Litho; R. Donley, and B. Brandon, both of Siebold. First prize was \$50.

A baseball game, played by two pick-up teams formed on the spot, sweltered through three innings and was called on account of sun.

Other activities included a noon breakfast, roast beef dinner, and cards. Mr. Tarling was general chairman of arrangements.

New Audio Visual on Plates

In order to assist plants in learning to do their own plate testing, the Lithographic Technical Foundation has just completed Audio Visual #16, "Plate Testing". This AV demonstrates and fully explains how to test present procedures in your own plant. The tests are based on those developed in the LTF laboratories.

This Plate Testing AV concentrates on scumming and blinding. By following the step-by-step procedure in

the AV, it is possible to compare desensitizing agents as well as etching techniques. The same holds true for blinding. In this procedure you can compare the materials you use as well as the several commonly practiced methods, LTF says.

AV #16, "Plate Testing", is the fifth in the second series of ten Audio Visuals. The other four are:

- AV #13 The Offset Press—
Printing Unit
- AV #5 The Offset Press
Inking and Dampening
- AV #1 Platemaking Troubles
- AV #7 The Offset Press—
Plate Handling

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F:9 to F:16

for color separation work

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LITHO CLUB GUIDE

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Baltimore 28, Md.

BOSTON

Chester Gramstrom, Secy.
Sanderson Bros.
No. Abington, Mass.

CHICAGO

James Ludford, Secy.
216 N. Clinton St., Chicago 6, Ill.

CINCINNATI

Ralph Eckard, Secy.
Nielsen Litho. Co.
4142 Airport Rd.
Cincinnati 26, Ohio

CLEVELAND

Henry Huefner, Jr.
Photo Litho Plate Co.
113 St. Clair Ave., N. E.

CONNECTICUT VALLEY

Leslie E. Phillips, Secy.
N. Maple St., Hazardville, Conn.

DALLAS

E. D. Malone,
Southwest Printing Co.
Dallas, Tex.

DAYTON

Edward Bode, Secy.
504 Marjorie Ave.
Dayton 4, Ohio

DETROIT

Wheeler Calender, Secy.
Printing Dept.
Ford Motor Co.

HOUSTON

Chloe Lee Mallett, Secy.
2104 Wichita, Houston

MILWAUKEE

Dick G. Kregel, Secy.
5720 W. Thurston Ave.
Milwaukee 16, Wis.

NEW YORK

Leonard E. Adams
40-42 Hartley Place
Fairlawn, N. J.
Meets 4th Wednesday, Building Trades Clu

ONTARIO

Robert Elgie, Secy.
26 Lombard St., Toronto, Ont.

PHILADELPHIA

Joseph Winterburg, Secy.
622 Race Street, Philadelphia 6.
Meets 4th Monday, Poor Richard Club.

QUEBEC

Dave Riddell, president
Montreal Litho. Co., Montreal, Canada.

ROCHESTER

Frank H. Spoto
626 Westchester Ave., Rochester 9, N. Y.

ST. LOUIS

M. G. Connor, Secy.
Hallenberg Press, Inc.
114 N. 7th St.

TWIN CITY

Herbert Werner
H. M. Smythe Printing Co.
178 E. 9th St., St. Paul, Minn.

WASHINGTON

Dave Fell, Secy.
PO Box 952, Benj. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday.

NATL ASSN OF LITHO CLUBS

Sol D'Alessandro, Exec. Secy.
2729 Prospect Ave., Cleveland 15, Ohio.

Brogle Heads Roller Factory



Peter A. Brogle (above) has been appointed manager of the new roller factory which has just been opened by the Sam'l Bingham's Son Mfg. Co. in Milwaukee. Mr. Brogle has been actively engaged as a printer and lithographer for many years and is a past president of the Milwaukee Litho Club.

According to the Bingham company, Mr. Brogle was put in charge because of his wide technical experience in an industry that is a continual state of change and improvement.

This new Milwaukee addition now gives the Bingham company a total of 20 factories which enables them to reach all printers located in the central part of the United States from Minneapolis in the north to Tampa, Florida and Dallas, Texas in the south.

Text on Photo-Composing

The Lithographic Technical Foundation has completed the manuscript for a skilled craft text on Photo-Composing. Charles W. Latham, with the cooperation of "some of the top men in the country", in addition to that of the equipment manufacturers, has just put together the completed manuscript.

Skilled Craft Text #515, "Photo-Composing", is the first new addition to the present library of 17 such texts to be issued in several years. The book consists of 14 chapters, profusely illustrated with diagrams and "close-up" shots.

Its 14 chapters include titles such as, The Layout, Procedure, Register, Nesting, Troubles, etc. In its present form, this text on Photo-Composing,

will prove to be a valuable guide and reference hand book. Work on the required training material is now in progress. As soon as completed, it will be made available to the schools, in-plant training programs, and in the self-teaching kits.

Skilled Craft Text #515, "Photo-Composing," will be available early this fall.

Photo Cabinets for Sinks

Stainless steel cabinet bases for photographic processing sinks are

now being manufactured by Oscar Fisher Co., Inc., 1000 N. Division St., Peekskill, N. Y. Details are available from the company or its dealers.

Bulletin on Humidifier

A bulletin giving details of industrial humidifying units has been issued by the Bahnson Co., 1001 S. Marshall St., Winston-Salem, N. C.

The bulletin is illustrated and contains specifications and other details of the equipment.



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Your Preference

There's a right choice for every job.



B-1C CONSTANTARC

① ULTRAMODERN *electronic* motor-controlled CONSTANTARC

Arc stabilization completely and continuously automatic. Successive exposures produce identical results.



B-15 PRINTER



NONSPOT reflectors insure even light distribution. Lamps sturdily constructed and easy to handle.

B-1A CAMERA



LITTLE GIANT

② TRADITIONAL solenoid-controlled arcs of distinction

For the many fine features of these and other models see illustrated catalog furnished on request.

MACBETH ARC LAMP CO.

World's Standard Photo Lamps

141 Berkley Street

Philadelphia 44, Pa.

DMAA Plans Convention

William Power, advertising manager, Chevrolet Division of General Motors has been appointed general chairman for the Direct Mail Advertising Association's 36th annual convention, it was announced July 27 by DMAA president Lester Suhler, subscription manager of *Look* magazine.

This year's DMAA conference is being held in Detroit at the Hotel Statler, September 30, October 1 and 2.

Theme for the 3-day program is "The New Economy—A Challenge to

Direct Mail". The association said that in 1952 over \$1,171,000,000 was spent on direct mail advertising. Sessions at the convention will be directed toward providing answers for direct mail under today's economic conditions. One of the meetings, entitled "Direct Mail Answers the Challenge", will feature a group of speakers who will discuss the growing role of direct mail in the advertising field. "Circles of Information" and "Market Place" meetings will again be accorded prominent places on the program. These meetings in work

table form, provide convention delegates an opportunity to discuss informally their mutual problems concerning direct mail.

"Circles of Information" covers the various phases of direct mail such as "How to Work With Mailing Lists", direct mail copywriting, planning, production. "The Market Place" breaks down into groups from different businesses and industries, such as insurance, mail-order, magazines, retailing, etc., where attendees cover overall direct mail questions with others in the same field.

Principal entertainment events scheduled are a "Get Acquainted" cocktail party on the evening of the opening day, and a Buffet Supper and Entertainment on the second day. In addition, tours to Detroit's principal points of interest have been arranged. Points to be visited include the Ford Motor Company River Rouge Plant, historic Greenfield Village, the Edison Institute, and the Bloomfield Hills Country Club.

The DMAA will be attended by advertising men and women from throughout the United States and Canada. It is expected that convention attendance will be in the neighborhood of 1,000 persons.

Manual on Type-Offset Plates

A "User Manual" has just been issued on the direct image offset plate being manufactured by Standard Rate & Data Service, 1740 Ridge Ave., Evanston, Ill. The manual describes the process in detail and illustrates step by step procedures. The "d-i-Offset Plate" is made in four principal steps: type is set and locked up in a form as in letterpress printing; the entire form is transferred by embossing the plate on any precision type, open bed letterpress proof press; the plate then is passed through a three minute debossing machine; and it is ready to print on a standard offset press.

The process now is in use on Standard Rate & Data directories. The plates are being developed by the company's d-i-Offset Division. A copy of the manual is available from this division.

LITHOLINE-T

LITHOLINE-T is a translucent paper coated with an extremely vigorous and highly orthochromatic emulsion. It is intended for the reproduction of line drawings, tracings, plans etc., by camera work projection or contact.



LITHOLINE-T is used in the graphic industry for the making of line and screen negatives with extremely dense blacks and sharply defined clear whites.

The paper has an anti-halo backing which helps greatly in obtaining a perfect rendition of the minutest details. The water-proof base ensures a very fast washing and drying.

DARKROOM LIGHTING

Standard Red Light

DEVELOPING

All standard formulas produce splendid results in approximately 2½-3 minutes at 68°F.

STOP BATH

After developing is complete, remove the paper promptly from the developer and wash it briefly, or better still, immerse it in a standard 28% acetic acid bath with water.

FIXING

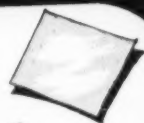
The use of an acid fixing bath is required—any standard formula.

WASHING

After the paper is fixed, wash it for about 10 minutes in running water.

DRYING

Squeeze the paper well and clip it up in a drying cupboard or a dustfree place.



For further details write to:

THE GEVAERT COMPANY OF AMERICA

423 WEST 55TH ST., 130 N. WACKER DR. 6370 SANTA MONICA BLVD.
NEW YORK 19, N. Y. CHICAGO 6, ILLINOIS LOS ANGELES 38, CALIFORNIA
IN CANADA: TORONTO 2-B, ONTARIO



Equipment

SUPPLIES, BULLETINS

Booklet on Fluorescent Art

Two new Kodak publications which provide detailed information on how to use Kodak fluorescent water colors and the photo-mechanical reproduction of fluorescent art work have just been published by the Eastman Kodak Co., Rochester 4, N. Y.

The booklet, "How to Use Kodak Fluorescent Water Colors" is intended as a guide to the artist. Pointing out that the Kodak fluorescence process is a new approach to the problem of photo-mechanical reproduction which improves the photographic characteristics of original art work intended for reproduction, the booklet provides step-by-step data on how to mix and use colors employed in this process. To the eye, such artwork looks like any water color art work.

The booklet, which will be available through Kodak graphic arts dealers, is illustrated in color and among other points, provides data on how to achieve both transparent and opaque effects in painting techniques, the use of the colors in sketching, black-outline techniques, and in achieving correct flesh tones, free-style washes, highlighting techniques, outlined subjects, airbrushing, painting over photographs, rendering of color detail, and checking completed art work.

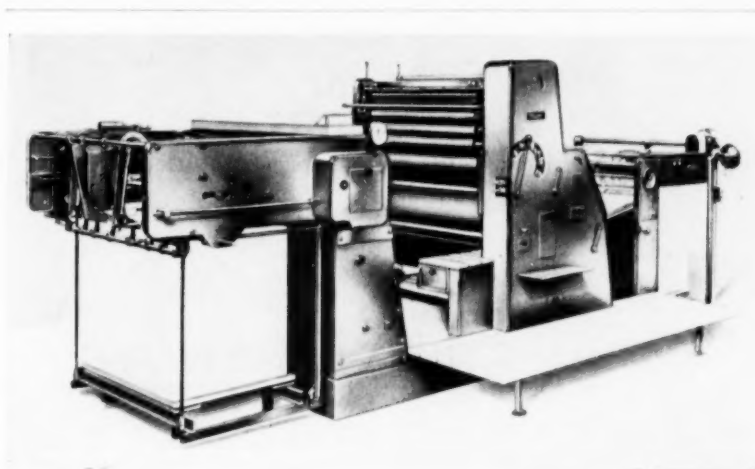
The booklet, "Photomechanical Reproduction of Fluorescent Art Work by the Kodak Fluorescence Process," has been written for the camera man and describes the process in general, details equipment necessary for its use, provides considerable data on how to set up the equipment,

and thoroughly covers the subject of making color-separation negatives.

Squeeze Bottles for Solutions

Plastic "squeeze bottles" have been introduced in England for holding and dispensing washup solutions for

offset presses. They are offered by the Printing, Packaging and Allied Trades Research Assn. (PATRA) to its members. They replace the force feed oil can type of container and have the advantages of being non-corrosive and non-breakable, the association said.



New Miehle Offset Presses

Illustrated above is one of the new line of Miehle offset presses which are now being marketed by the Miehle Printing Press & Mfg. Co., Chicago. The line includes the No. 41 single- and two-color and the No. 49 single- and two-color. The No. 41 takes sheets 30 x 39" and the No. 49 takes sheets 36 x 49 1/2". The 41 runs up to 6800 IPH and the 49, 6500.

The new presses are manufactured to Miehle specifications by Faber & Schleicher in Germany, which also makes the Miehle No. 29. Several of the new presses already have been installed in the U. S. and regular shipments now are beginning, the Miehle Co. states.

Features include "True Rolling," a patented construction which the company says reduces image distortion, simplifies makeready, helps plates last longer, re-

duces the load on gears, and reduces paper stretching problems.

All main bearings on the new presses have automatic lubrication with a controlled amount of oil going to each bearing, which is said to reduce maintenance time. Stream feeders separate the sheets by the use of air and without combers, so that bleed edges cannot be marred. Sheets are registered by a slowdown mechanism on the feed board, and then are accelerated before the cylinder grippers take them. Sheets are again slowed down and placed on the delivery pile by suction fingers. Single sheets can be removed for inspection while the press is going at high speed.

The ink fountain is large, and the blade may be lowered and returned to position without changing its setting, the announcement states. Full vibration, distribution and roller controls are included.

New Vinyl Blue Line Film

The Di-Noc Co., Cleveland, recently announced the manufacture of a new product, Dinoblueline Film, a pre-sensitized non-photographic blue emulsion on a dimensionally stable transparent Vinyl plastic. The material is available in a maximum width of 51½ inches by any length. A special developer is supplied for this material.

The process involves four steps: exposure, development, water rinse, and drying. A completed print can be made from a film positive or negative from exposure to dry print in five minutes, the company says.

The emulsion sensitivity is comparable to normal blue-line emulsions

that are presently whirled on glass and vinyl plastic, Di-Noc says.

Storage life of the new film before exposure is indefinite. It is indicated that shelf life is superior to normal photographic films. The drying surface of the finished material is such that it will readily accept water inks, water opaques, water colors, and wet stripping film.

Dinoblueline Film and Dinoblueline developer are supplied by the Di-Noc Company, 1700 London Road, Cleveland 12, or may be obtained from Harris-Seybold Company, Roberts & Porter, Inc., K. Schlanger, General Plate Makers Supply Co., Robert W. Grubbe Company, Phillips & Jacobs, Rissmann Graphic Arts

Supply Co., California Ink Company, Seattle Art & Photo Supply, and City Blue Print Company, Wichita, Kans.

Reports Rubber Gravure Cylinders

Rubber cylinders for the gravure process, which is a revolutionary step and results in a considerable reduction in costs, are being used in some European plants, according to James J. Deeney, one of the owners of Bensing Bros. & Deeney, Philadelphia, who just returned from a six-week business trip to Europe.

Mr. Deeney said he obtained some details of the process from Mr. Senge-wald, technical manager of Windmoller & Holscher, in Westfalen, Germany. He is seeking further details on the process.

The rubber gravure cylinders, Mr. Deeney said were made by using a deep-etched thin copper plate as the matrix. The base for the cylinders in the U. S. is generally steel.

Preston W. Foote, chief of the production planning division, Gravure Division, Triangle Publications, expressed a deep interest in the news brought back to this country by Mr. Deeney.

"It sounds like a very significant development," he said. "I am anxious to know just how the process works. It certainly is a revolutionary step in the gravure process."

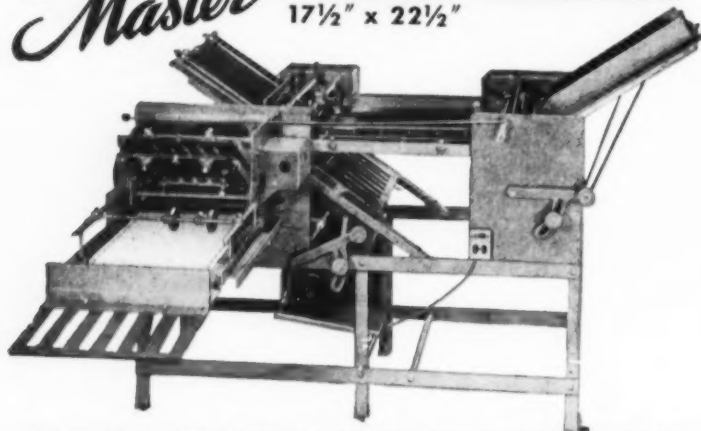
Mr. Foote, who is president of the Intaglio Crafts Club, said he will attempt to get more information on rubber gravure cylinders for discussion at the September 16th meeting of his group at the Poor Richard Club in Philadelphia.

New Stream Feeders

Super Speed Printing Machinery, Inc., 1712 East 27th Street, Cleveland, has announced an addition to its line of Elless automatic stream feeders for flat bed cylinder presses.

The new model, called the "Elless Blue Streak" is specifically designed for use on Miehle and Babcock newspaper and job presses, and is also applicable to folding machines and offset presses including Harris, Potter and Webendorfer units.

THE *Master* FOLDING MACHINE 17½" x 22½"



AUTOMATIC FRICTION FEED MACHINE

For the printer who wants an inexpensive all-purpose folding machine, to handle various types of jobs, on short as well as long runs, the Master Automatic Friction Feed type is ideally adapted. It is quick and simple to set up, easy and convenient to operate, unusually versatile and dependable. While the action is automatic after the machine is loaded, the operator has complete control of sheets at all times.

Handy control lever on operator's side provides wide variation of speed while machine is running. By means of the simple non-skip clutch, an exclusive Master feature, the machine can be started or stopped at any stage of operation. The friction feed is so designed that the machine, if later desired, can be converted to air feed for considerably less than the cost of a complete new air feed folder.

AUTOMATIC CONTINUOUS AIR FEED TYPE With Overhead Table For Easy Loading

The Master Air Feed Type Folding Machine, especially adaptable for long continuous runs, is a marvel of speedy, dependable and economical operation. Ingenious finger tip controls in easy reach permit an infinite range of speed, from high to low, without stopping the machine

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Gothic

Heritage 30

Two New ATF Types

Among new type faces recently released by American Type Founders, Elizabeth, N. J., are Franklin Gothic Wide (36 pt. above) and Heritage (30 pt. shown). Franklin Gothic Wide, an extension of the Franklin Gothic family, comes in a range of nine sizes from 14 to 72 pt., with six to 12 point in preparation.

Heritage has its roots in eighth century calligraphy, and was designed by Walter McKay especially for social printing. It comes in a range from 14 to 30 point.

Revive Scarce Oxford Type

A small production quantity of "extremely scarce" Oxford and Oxford Italic type has been cast at American Type Founders from historic matrices. ATF announced in July. Sixty job fonts of 12 pt. roman—caps, lowercase and figures—and a lesser quantity of italic, in lowercase and caps only, is available.

The type, designed 157 years ago by Archibald Binny, was last shown in a specimen book of 1822 from James Ronaldson of Philadelphia. Binny and Ronaldson came from Edinburgh in 1795 and commenced typemaking in 1796. The matrices fortunately were preserved and when they came into the possession of American Type Founders in 1892, the name Oxford was given the type. In design it is transitional between oldstyle and modern.

Bulletin on Cutter-Creaser

A new six-page bulletin, offered by Champlain Co., Inc., 33 Llewellyn Ave., Bloomfield, N. J., pictures and describes the company's new cutter-creaser. This platen-type press—which is used in line with rotary press equipment—cuts, creases and strips cardboard fed to it on a roll to form carton blanks for packaging soap, king-size cigarettes and such items.

Besides listing design features, operating characteristics and complete specifications, the bulletin gives a detailed description of the feed, recip-

rocating platen, stripper and belt delivery mechanisms—the four main sections of the machine. It tells how the machine works and how the different parts operate.

Information is given on production rates, types of stripping, die costs, accuracy, stock handling, set-up time, maximum web widths, minimum lengths of impression, operating speeds, floor space taken up, weights and impression force for the 26, 36 and 41-in. models.

Markets Wiping Materials

A non-woven fabric wiping material for lithography and the graphic arts is being marketed by Kendall Mills, Walpole, Mass., under the name "Webnil Wipes." The wipes are packaged in roll form. A descriptive folder is available.

Aerosol Spray Kills Static

Static electricity that troubles printers when it causes sheets of paper to stick together as they pass through the press can be counteracted easily and quickly with an aerosol spray, according to a bulletin issued by the Product Information Service, of the Du Pont Company, Wilmington, Delaware. The bulletin adds:

"The product, sprayed at the touch of a finger from an easy-to-handle pressurized can, helps speed up production, particularly in cold or dry weather when static electricity is most apt to be generated by the motion of the press and paper.

"Already tested by several large

printing houses, the anti-static solution can be sprayed onto the press timpan, feedboard, delivery mechanisms, and other parts.

"For longer lasting results, its manufacturer says, the solution can be applied to packing under the draw-sheet with no danger of swelling the packing. He says it also is effective on folding machine rollers, ruling machines, and similar equipment, and acts as a good anti-static belt dressing on drive mechanisms.

"The product is said to be of special value in multi-color printing work where sheets of paper sticking together can cause mis-register of colors or even damage delicate plates. Ink offset can be minimized by preventing the sticking together of printed sheets.

"Du Pont 'Freon' fluorinated hydrocarbon is used by the manufacturer as a propellant in the anti-static spray."

"Statkill" anti-static aerosol is a product of J. E. Doyle Company, 1220 West Sixth Street, Cleveland 13, Ohio. The Du Pont Company manufacturers only the "Freon" fluorinated hydrocarbon used as the propellant in the product.

Booklet on Magnesium Etch

"Controlled Etching of Magnesium" is the title of a pocket size booklet just issued by Photo-Engravers Research, Inc., Battelle Memorial Institute, 505 King Ave., Columbus, Ohio. Non-members of the research organization may obtain copies at the rate of two copies for one dollar.

New Down Draft Tables

H. Schmidt & Co., 317 South Paulina St., Chicago 12, has announced a new line of down draft lithographic work tables which exhaust fumes downward away from the worker's face. They are offered in four slate slab sizes: 30 x 40", 42 x 50", 50 x 60", and 60 x 80". The tables are equipped with Koro-seal lined parts to reduce corrosion. They have stainless steel water supply connections, ball-bearing suction blower, and other features.



Booklet on Negative Filing

Professional, commercial, industrial, and technical photographers who must keep their negatives and sheet film transparencies properly filed for ready reference, now have a manual on "how to do it". It is a new Kodak booklet titled, "Filing Negatives and Transparencies," of considerable assistance in this respect.

Typical examples of negative files for both small commercial or industrial photographic operations, and large photographic organizations are outlined. File retention programs and file operations are also described.

A final section which gives negative-filing procedures in outline form for small, medium, and large size operations is expected to be particularly helpful. Sources of photographic filing materials are also listed on the back page of the leaflet.

The leaflet contains 20 pages and is liberally illustrated with photographs on all important points. A free copy of "Filing Negatives and Transparencies" may be obtained by writing Sales Service Division, Eastman Kodak Company, Rochester 4, New York.

Offers New Developer

The Clayton Chemical & Packaging Co., 18 East Kinzie St., Chicago, has just been appointed exclusive U. S. distributor for Phenidone, a new photographic developing agent. The chemical was formulated by Ilford, Ltd. of London, England. Several new advantages are claimed for the product.

Claims New Flat Bed Press

A new rotary flat bed letterpress printing press has been built in pilot model form by Richard Colwill, Hobson Road, Route 1, Naperville, Ill., for which he claims higher speed printing and other auxiliary uses. He says that speeds up to 10,000 impressions per hour can be attained, it prints on web or sheets, can be used in multiples, and also can be used for die cutting, punching or perforating. A working model can be seen at 500 S. Clinton St., Chicago (6th floor), Mr. Colwill reports.

Announces New Collator

W. E. Thomas, president of Thomas Collators, Inc., in July announced the introduction of the new Thomas tandem collator.

Divided into two sections of 16 bins each, the new collator operates on a tandem principle which permits collating of 32 pages in 2 groups of 16 pages, 4 groups of 8 pages, etc. The use of the adjustable trays allows page sizes to vary from 3" x 8½" to 14" x 17". The 32-page collator collates, assembles, or gathers reproduced lists, bulletins, and other office papers at speeds as high as 12,000 sheets per hour, the company says.

The Thomas Tandem Collator measures 46" across and 22" deep.

More information is available from Thomas Collators, Inc., Department M, 30 Church Street, New York, N. Y.

T. J. Cardoza Dies

Funeral services were held in July for Tony J. Cardoza, a prominent member of the San Francisco printing industry for more than half a century. He was founder and owner, until his retirement two years ago, of the T. J. Cardoza Co., largest trade bindery in the West.

He was an early member and a long-time supporter of the San Francisco Craftsmen's Club.

In May, 1951, Mr. Cardoza sold his company to John B. and George L. Levison who now operate it under the name of The Cardoza Co. He retired at that time from active business.

Electronic Control Booklet

A booklet covering many aspects of electronic controls has been issued by Photoswitch, Inc., 77 Broadway, Cambridge 42, Mass. It is titled "Cutting Production Costs with Electronic Controls". It is available from the company at no cost.

Dallas Firm Expands

Bennett Printing Co., Dallas, recently completed a half million dollar expansion program comprising both building and equipment. The 70 year old firm now claims to be the largest commercial printing and lithographing company in Dallas. T. R. Rose, Jr., is president of the concern.



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Improved Wrap for Paper

An improved laminated wrapping is now used to protect Snowland Bond and other papers manufactured by Fraser Paper, Ltd., 420 Lexington Ave., New York. The new wrapper is described as strong, flexible and moisture resistant, and was adopted to keep the stock in good condition until ready for press. A folder describing the advantages of the new packaging material is being distributed through Fraser merchants in various cities.

Booklet on Paper Buying

"How to Order Paper Properly," the second booklet in The Lindenmeyr Library of Print Shop Helps, was released in July according to an announcement by Henry Lindenmeyr and Sons, division of Hubbs Corporation, 430 Canal Street, New York.

The pocket size, 56-page booklet, one in a series of nine tackling everyday shop problems, tells its story in case-history format with tables and special listings. "How to Order Paper Properly" is written by Charles V. Morris, sales and advertising assistant to George F. Gray, Lindenmeyr president.

The needs of the seasoned buyer of paper, and the neophyte, too, were considered when "How to Order Paper Properly" was written, the company said.

To the newcomer in the business, the book represents a primer of present-day paper selling practices. To the experienced buyer, the contents of "How to Order Paper Properly" is a refresher.

Following the theme of the title, the book opens with a thorough presentation of the case for properly written orders. Point-by-point, the author explains why every detail of an order is important. The section ends with a suggested check list, and an order form that has been approved by many large printers and publishers. The subject of ordering paper in rolls also is covered.

Considerable space is given to buying information like "within-a-grade" assortment privileges, to "minimum quantity" privileges with emphasis on

individual mill practices, to "arithmetic help"—short cuts and formulas, to handy tables and a complete presentation of stock sizes and weights considered standard.

Many of the factors determining the selection of paper for specific end-usage are given.

The booklet may be obtained by writing any one of the Lindenmeyr branch offices in New York, Newark, Trenton, Hartford, New Haven, Boston, Worcester and Providence.

Calculagraphs Improved

Calculagraph Company, Sussex St., Harrison, N. J., has announced a new feature which is now standard equipment on all industrial model Calculagraphs. All printed elapsed time records are now automatically dated by the machine.

The new feature eliminates hand dating the job time cards and removes the possibility of clerical errors in dating the cards. Industrial Calculagraphs are widely used throughout industry for recording automatically computed job and operations time.

Calculagraphs are precision instruments that print starting time, finishing time, total elapsed time and date. Elapsed time is shown in hours and minutes on a time card with lunch time and other non-working periods automatically deducted if desired. One machine can handle any number of cards in any sequence, making it possible to handle a complete department or shop with one Calculagraph.

New Carton Adhesive

A new type of Resyn "precoating" material for specialty carton fabricators has been announced by National Adhesives, division of National Starch Products Inc.

Resyn 30N782, as the new National product is named, is said to seal and smooth the surface of "rough" and gray chip board, to produce at a low cost a superior printing surface on board comparable to clay coated stock.



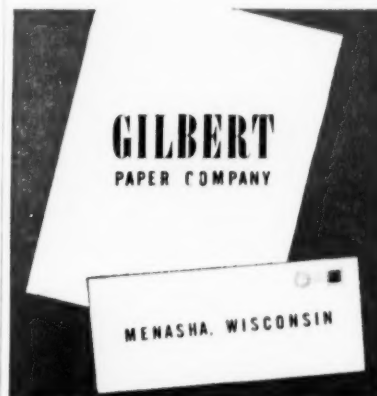
The Late Mr. Harris

Mr. Harris has a train to catch . . . but he is also a stickler about his letters. A Gilbert letterhead paper would be a big help here. It makes possible neat erasures . . . eliminating much time-consuming retyping . . . and Gilbert papers provide the crisp appearance an important letter should have.

Gilbert papers are made of new cotton fibres for strength and sparkling whiteness. Then, too, they are tub-sized, air dried, which gives a rich cockle finish and a protective coating to hold fibres firmly in place during erasure. These important advantages cost your customers only a small fraction of a cent more per letterhead. Why not recommend Gilbert Quality Papers?

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Nekoosa Re-elects

Following the annual stockholders meeting of Nekoosa Edwards Paper Co., July 25, Nepco's board of directors met and elected the following company officers: John E. Alexander, president and general manager; Charles H. Reese, vice-president in charge of manufacturing; Adam C. Remley, vice-president, sales; Walter A. Radke, vice-president and treasurer; Neil E. Nash, vice-president for purchases, woodlands and traffic; Samuel A. Casey, vice-president and secretary; Harry Deyo, controller and assistant treasurer; and Donald Lichty, assistant controller.

A net income of \$793,174 for the first six months of 1953 compared to \$1,181,000 for the same period last year was shown in a mid-year report by Mr. Alexander. For the first six months profits before taxes amounted to \$1.9 million compared to \$2.9 a year ago.

Causes for the profit shrinkage, according to Mr. Alexander, were cost increases due to wage advances, freight rate increases, and higher costs of material. Another major factor has been the special amortization allowance taken in 1953 on Nekoosa paper and power facilities granted by the federal government. This added depreciation has reduced profits before taxes by \$240,000.

There has been no general increase in prices during this period to compensate for these cost increases, he pointed out.

Added productive capacity of the company's new paper machine has resulted in the manufacture of about 10 per cent more paper in the first six months of 1953 over the same period in 1952.

A total of 19,200 tons of paper, representing an increase of 4,000 tons over 1952, were shipped during the first half of the year.

Typo Union Rejects Plan

Negotiations between the commercial printing industry and the various unions, as well as those between the city's daily newspapers and the unions involved, were stalled last month when San Francisco Typographical Union 21 turned down the

employers' offers which had been recommended to the membership by the union's negotiating committee.

The San Francisco bookbinders' and pressmen's unions had previously accepted the employers' offer, but this agreement had been made contingent upon similar acceptance by all other unions involved.

While neither side would make any official comment on the impasse created by the Typographical Union's action, many individuals reported disappointment and surprise. The rejection of the contract took place at a small meeting and was passed by a bare majority.

Employing printers and publishers had agreed to certain provisions for the inauguration of welfare plans. At the present time the Amalgamated Lithographers of America, Local 17, is the only local graphic arts union with such a plan.

Planning Engravers Convention

Plans are going forward for the annual convention of the American

Photoengravers Association which will be held in the Statler Hotel, Boston, October 12-14. The convention includes an exhibit of equipment, materials and supplies.

Plan Union Label Drive

CIO unions in Los Angeles launched a drive last month to promote the use of the union label on products. A resolution proposing the program was introduced to a CIO meeting by Ted Brandt, president of Local 22, Amalgamated Lithographers of America.

Screen Convention Plans Panels

Several panel discussions will feature the fall convention of the Screen Process Printing Assn., International, it was announced in July. The four-day meeting is to be held November 1-4 in the Statler Hotel, New York. Each forum is to have a chairman, four or five speakers (15 minutes each), and a panel of experts. Victor Strauss, Pied Piper Press, New York, is coordinator of the panels.

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Dead Weight Anvil descends by gravity for extremely uniform pressure and completely accurate caliper. 6" diameter glass covered dial; 1/1000ths graduations.



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Wetzel Wins Catalog Award

A college catalog designed by Wetzel Brothers, Milwaukee creative printers and lithographers, won first honors at the 1953 convention of the American College Public Relations Association, held at Salt Lake City, Utah, July 1.

The annual catalog of the Milwaukee School of Engineering won first honors in the General Catalog division from among the nearly 900 members of the association. The winning entry was a special 50th anniversary edition of MSOE's annual publication, featuring an open, modern format in black and gold.

Overall planning and copy for the catalog was by the school's public relations division. Layout, artwork and production was by Wetzel Brothers.

Calif. Council Meets Sept. 26

The Graphic Arts Council of California has announced plans for holding its semi-annual meeting on Saturday, September 26th, at the Casa Munras in Monterey.

Among the subjects which will be discussed are: production, based on the Printing Industry of America's PAR; sales and sales management, including the need for selling service, not price; accounting from the standpoint of standard ratios; and the necessity of united action for legislative representation at Sacramento.

Full details of the meeting and agenda will be mailed to all GACC members, according to Francis J. Burke, who is serving as chairman of the group this year. Irv Hazeltine, Oakland, who is in charge of arrangements, states that most of the famous Monterey Peninsula golf courses will be open to members who wish to stay over for Sunday.

2nd Book on Zinc Plates

A new publication, Bulletin #305, "How to Make and Run Better Surface Plates on Zinc" has just gone into typesetting, the Lithographic Technical Foundation has announced. The book should be ready for distribution to the industry during the latter part of August, LTF said.

This publication will make available to the industry all the latest information on materials and tech-

niques which has been developed over the years since the industry's original Research Bulletin #206, "The Albumin Process of Photo-lithography", was revised in 1945. Of significant note is its title, "Surface Plates". This points up the fact that albumin is only one of the materials with which the up-to-date platemaker can coat for successful platemaking, LTF said.

Bulletin #305, "How To Make and Run Better Surface Plates on Zinc", is arranged in five sections. In the section which gives detailed instructions and information on each step, there will be found statements on the purpose of each step, the materials used, detailed method, and a discussion which can give the craftsman some of the "whys" of the process. Another section is devoted to the handling of well-made surface plates on the press. There is another section devoted to trouble-shooting. The experienced platemaker, who enjoys digging into the technical aspects of the process, will find Section 4, which deals with coating sensitivity, a very informative unit in the book. Another

section is devoted entirely to the formulas and instructions for making solutions. There is an additional section which contains information on a variety of techniques and subjects. A complete index is included.

Bulletin #305 will be the third of a series of six publications devoted to platemaking.

PRODUCTION MEETING

(Continued from Page 47)

be overdone to the point of interfering with productive work, but records do earn their keep when they serve a definite and worthwhile purpose, and production executives should not hesitate to institute and maintain such records, said Edward Blank, plant manager of Rogers-Kellogg-Stillson, New York, the final speaker of the conference.

Mr. Blank classified needed records in three groups, as follows:

1. Records for good customer relations: customers' paper inventories, type setting, plates standing, nega-

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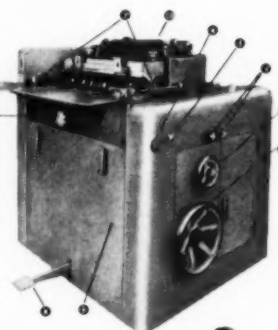
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Mr. Blank went into detail, case history style, on several of these records as used by him at Rogers-Kellogg-Stillson.★★

INDUSTRIAL RELATIONS

(Continued from Page 49)

at the convention—"Government is Your Business."

From past experience and from observations made from time to time, there is another factor which, in my opinion, should be given careful consideration in the need for the development of fair, equitable and sound programs of industrial relations in the lithographic industry; this factor being the strengthening of the services rendered by your associations, not only at the national level, but also at the local level. Such an endeavor calls for your continued interest and awareness of a need for your support in meeting industrial relations problems common to all. It calls for more than the sharing of knowledge and the exchange of information. There is a need for further exploration and the discovery and integration of additional ways and means to achieve a nice balance relative to the interests of all concerned—customers, employees, employers, stockholders, and the public.

The primary challenge to lithographic management as it looks to the future is that of providing the leadership, resources, and facilities so vitally necessary to assure ultimate

achievement of the worthy objective. As has so often been quoted in the past—"It is not the gale, but the set of the sail that determines where we go."★★

PROCESS COLOR

(Continued from Page 41)

is a photographic print, having as the first step white paper base and as its last step, the blackest tone the print can achieve. When the copy has a shorter range or is said to be flatter, the photographer should indicate on the gray scale the corresponding steps of the lightest and darkest tones in the copy.

For example, suppose a water color is to be reproduced. Here is a typical case of the copy being flatter or softer than the scale. Scan the watercolor copy for the lightest tone which may be the base, or a light tint of gray. Rarely will this be as white as the first step in the gray scale. Let's assume the tone closely approximates the second step of the scale. This step should be marked with a black dot on the scale's bor-

der. The same is done with the darkest gray or black and this will probably match the second or third step from black, as a dark gray. Again, this is marked. Now we have a close representation of gray tones on the scale which match a given original. From these steps the photographer measures his highlight, shadow and density range on his negatives rather than the extreme white and black.

When working with transparencies the same system is employed. A comparison is made between the lightest white and darkest black in the transparency and marked on the corresponding steps of the step wedge gray scale.

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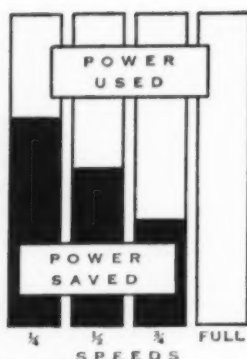
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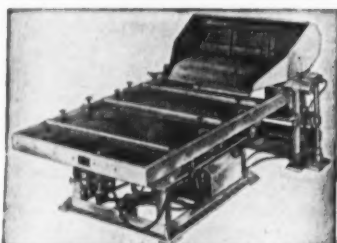
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Commercial printing is included among the items subject to a sales tax by the State of Pennsylvania, effective Sept. 1. The tax starts on sales of 11 cents. The tax will be one cent on sales from 11 cents to one dollar and one cent on each additional dollar or fraction thereof.

Judging from the language of the law, it appears that items which are used as raw materials in the manufacture of an article to be sold at retail would be exempt, such as paper, ink, containers, labels and cartons for specific merchandise items and the like.

The legislation states that there is an exemption for "property which is to be used in fabricating, compounding or manufacturing tangible personal property, to be sold ultimately at retail."

Attorneys for Printing Industries of Philadelphia, Inc., are studying the act to determine to what extent it will affect the Graphic Arts Industry in Pennsylvania. In a notice sent to members of the association, July 23, Thomas H. McCabe, Jr., public relations director of PIP, said:

"Members will be advised subsequently of the extent of coverage of this new measure, after our attorneys have had full opportunity to study the act and to discuss it with other association executives.

"Meanwhile, it is suggested that printers and other members bear in mind, in their dealings with customers, that many items sold after

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"We also cannot advise you at this point where the September 1 effective date applies to transactions completed on or after this date or to payments made thereafter on account of purchase. We would presume the former, but at this point we are not sure."

The act prohibits retailers from advertising that they will absorb the tax. A 3% allowance for collection costs will be deductible by the retailer from his total tax collections. Monthly returns will be required, except where tax collections will run less than ten dollars a month, in which case quarterly returns will be permitted.

Exemptions include food, clothing, shoes, restaurant and hotel meals, cigarettes, liquor, beer, gasoline and other motor fuels, newspapers and periodicals, medical prescriptions, artificial limbs and disability devices, eye-glasses, false teeth, dentures, professional services and supplies, used in farm production, but not machinery.

U. S. Printing Ink Building

John A. Seixas, president of the United States Printing Ink Corp., Brooklyn, has announced that construction has begun on the corporation's new plant in Little Ferry, N. J. Completion is scheduled for December of this year, at which time all of the company's operations will be moved to the new location. Plans call for a brick and concrete building of approximately 11,000 square feet on a one acre site.

The corporation which for 25 years has specialized in the manufacture of comic and news inks will continue to do so. In addition, this move will provide adequate facilities for its expanding line of all types of lithographic and letterpress inks.

Sunset Plates Reorganized

Sunset Plates, Inc., 2452 Fletcher Drive, Los Angeles, has been reorganized with H. C. Hammer as president and Victor Ludwig as secretary-treasurer, in charge of production. Mr. Hammer was formerly an officer in the company, while Mr. Ludwig is a

production man. Retaining of Dr. I. M. Richlin as director of research and development completes the reorganization.

For the past year the company has expended its efforts in basic research and development of testing methods and of production equipment for the manufacture of presensitized offset plates.

While preparations were going on for the making of the new plate, all previous plates were taken off the market.

Gummed Products Elects

Announcement was made by Roth F. Herrlinger, president, that at the annual meeting of directors of The Gummed Products Company, Troy, Ohio, held recently, the following individuals were elected officers of the company: Robert A. Havemann, vice president in charge of production; Donald S. Bruce, vice president in charge of research; Norman T. Beardsley, vice president in charge of sales.

Mr. Herrlinger was re-elected president and Paul W. Herrlinger was elected executive vice president, a new post. It was further announced that Joseph W. Markley, assistant treasurer of the company was elected treasurer.

Edward F. Herrlinger, II was elected secretary to fill the vacancy created by Mr. G. C. Thornburg who announced his plans for retirement. Earl G. Frahm was elected to the position of assistant secretary, a new position created by the board.

The stockholders of The Gummed Products Company, at their annual meeting preceding the director's meeting, announced the election of Roth F. Herrlinger, Jr. to the board to fill the vacancy created during the past year by the death of Edward F. Herrlinger, founder of company.

New Spray for Art Work

Tuffilm, an aerosol spray for artists is a new non-yellowing fixative made by M. Grumbacher, Inc., 460 W. 34th St., New York 1. Packaged in a 12 oz. pressurized can, this product protects and waterproofs layouts, artwork, typeproofs, etc. It is distributed through art stores.

Trade Events

Lithographic Technical Foundation technical forums.

Los Angeles—Sept. 11-12

San Francisco—Sept. 18-19

St. Louis—Oct. 16-17

Montreal or Quebec—November (dates to be announced).

International Assn. of Printing House Craftsmen, annual convention, Adolphus Hotel, Dallas, Sept. 13-16, 1953.

National Metal Decorators Assn. Annual Meeting, Oct. 12-14, Sheraton Hotel, Chicago.

National Assn. of Photo-Lithographers, annual convention and exhibits, Sheraton Hotel, Chicago, Oct. 28-31, 1953.

Printing Industry of America, annual convention, Shoreham Hotel, Washington, D. C., Oct. 5-8.

Technical Assn. of the Graphic Arts, annual meeting, 1954, Milwaukee.

National Assn. of Litho Clubs, annual convention, May 7, 8, 1954, Biltmore Hotel, New York.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 W. 1st St., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South Rochester 8, N. Y.

PHILADELPHIA—Murrell Dobbins Vocational School, 22nd and Lehigh, Philadelphia, Pa.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 39 St., New York 16, N. Y.
National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. V. P.
317 West 45 St., New York 36, N. Y.
Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.
National Assn. of Litho Clubs
Angelo Pustorino, Exec. Secy.
Daniel Murphy & Co., Inc.
480 Canal St., New York 13, N. Y.
Printing Industry of America
James R. Brackett, Gen. Mgr.
719 15th St., N. W. Washington 5, D. C.
International Assn. of Printing House Craftsmen
P. E. Oldt, Exec. Sec'y.
307 E. Fourth St., Cincinnati 2

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Tale Ends

ANOTHER graphic arts organization has appeared on the horizon, spawned in the midst of last month's annual conference of the Pacific Craftsmen in Pasadena. It is known as the A.P.S.P.C.B.F.B. (American Printers Society for the Prevention of Calling Booklets and Folders "Brochures"). Gordon Holmquist, International Craftsmen's president, was steamrollered as binder-in-chief. Other cohorts are Robert W. Ritterband, Lincoln Printing Co., Los Angeles, principal gatherer; and Reaugh Fisher, of the Los Angeles Schools, forwarding supervisor. The group issued a memorandum in which they denounced the word "brochure," as foreign to American meaning and understanding, et cetera (that's Latin). Their first move, like that of most groups, was to issue a news release. (Lee Augustine, Printing Machinery Co., Cincinnati, perpetrated the release).

We are expecting them to publish a brochure to firm up, finalize and maximize the organization.

★

Here Lies Joe Doaks, Printer

He brushed his teeth twice a day with a nationally advertised toothbrush.
His doctor examined him twice a year.
He slept with the windows open.
He stuck to a diet with plenty of fresh vegetables.
He golfed, but never more than 18 holes.
He never smoked, drank, lost his temper, or played poker.
He got at least 8 hours of sleep each night.
The funeral will be held Wednesday. . . .
He is survived by 17 specialists, 4 health institutes, 6 gymnasiums, and numerous manufacturers of health foods and antiseptics.
He forgot about shutting off the press to make an adjustment.

—"Cunco Topics"

Lester von Plachecki, proprietor of the Von Studio, new Chicago trade plate plant, is one lithographer who will not soon forget the unscheduled grand finale of last month's Independence Day celebration in that city.

Going around late on the evening of July 5 to line up next day's work in his shop at 5333 N. Lincoln Ave., Mr. Von Plachecki was pinned down longer than expected by a severe electric storm. Then a lightning bolt touched off an explosion in an ammunition dump at an army anti-aircraft battery position, barely a quarter mile west of his place. For the next two hours he had almost a ringside seat at about as spectacular a display of fireworks ever witnessed around Chicago. When it was all over, however, no damage was done anywhere, other than to people's nerves, including those of the Von Studio's proprietor.★★

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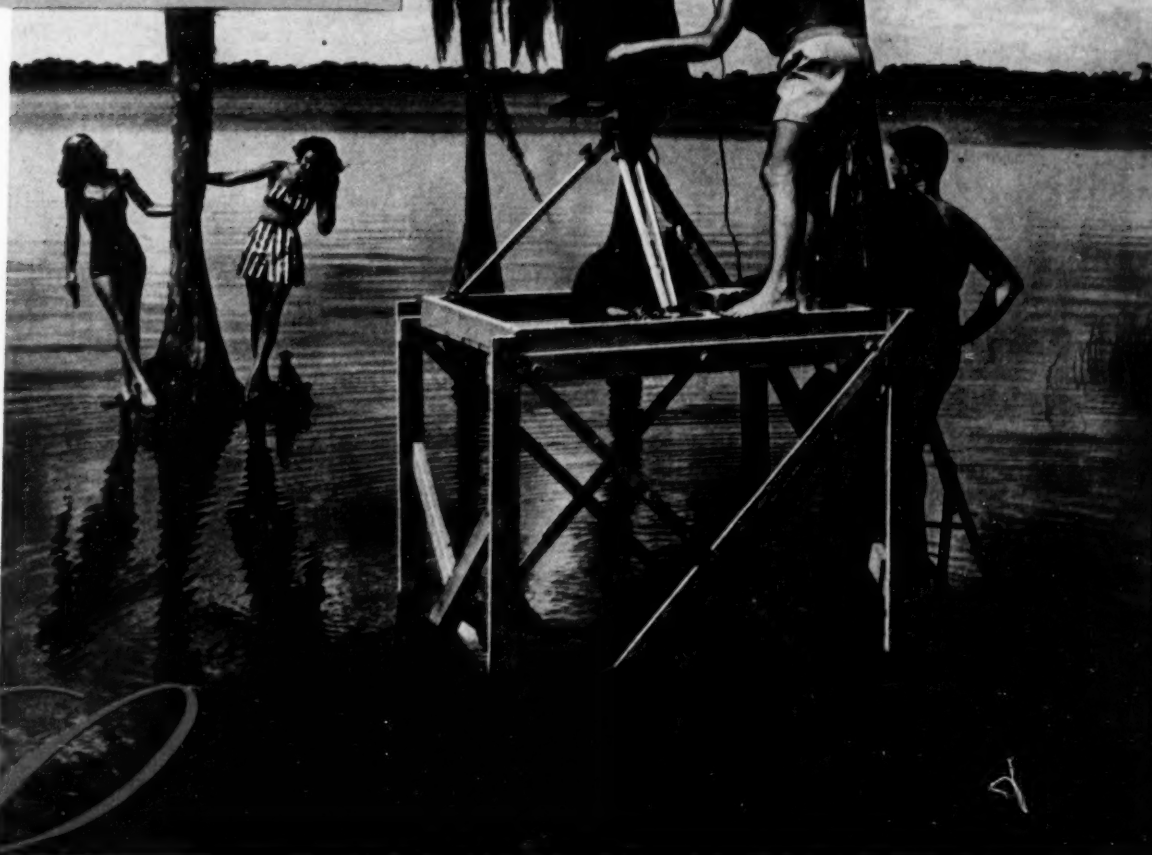
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(Showing the famous David Preston taking photographs in Florida for a client in New York)

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in the pressroom. Image areas are protected from acid action, retain high ink receptivity during long runs. Q-Coat is presensitized—you may use it right from the bottle. Exposure time is half that of conventional albumen plates. Q-Coat and Q-Lac will probably solve more of your plate-making and plate-running problems than anything you've tried before.

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HERE'S HOW YOU DO IT

Directions:

1. Scrub plate under running water. Counter etch with 2 ounces Harris Counter Etch per gallon of water.
2. Mix equal parts of V-Etch and gum solution (either Harris Lovisgum or Hydrogum). Brush this over plate for approximately 1 minute. Flush with water.
3. Whirl off excess water and pour on Q-Coat at whirler speed of 60 to 70 r.p.m. (Use Q-Coat directly from bottle, but first filter to remove bubbles.)
4. Before exposure, apply Q-Lac over entire plate surface. Rub down to smooth film and fan dry. (Q-Lac must be used with Q-Coat.)
5. Expose. An exposure time of 3 to 4 minutes is recommended.
6. Apply Harris Surface Plate Developing Ink. Rub down to smooth film and fan dry.
7. Flush plate with running water and swab with cotton. Complete development by swabbing with cotton soaked in dilute ammonia water.

8. Etch again as in Step 2.
 9. Flush plate with water, remove excess and gum up.
- NOTE:** Where washout is desired before going to press, use Harris Litho Asphaltum.



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